

**Technology, Economics and Politics in the Content
Industry**

Code: 44519

ECTS Credits: 12

2025/2026

Degree	Type	Year
Audiovisual Communication and Advertising Contents	OT	0

Contact

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Teachers

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

Good level of English in order to be able to read complex texts on the area of broadcasting, technology and policy.

Objectives and Contextualisation

The aim of this module is to study the transformation of the audio-visual industries and the contemporary advertising systems, as well as the technologies within the scenario of digital transformations. It is about being able to define and understand the weight of economic, political, industrial, technological, managerial and Internet factors that set up the complex reality of the audio-visual and advertising industry.

Competences

- Apply validated models of content analysis, policy evaluation, audience response surveys and analysis of audiovisual and advertising sector industries.

- Choose, design and apply methodological strategies for scientific research in audiovisual communication and product development.
- Critically analyse the theories and analysis models of audiovisual and advertising communication.
- Develop the ability to assess sex and gender inequalities in order to design solutions.
- Identify and understand the main phenomena that affect industries, policies, audiovisual and advertising content and their reception.
- Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
- Take decisions and accept responsibility for their consequences.

Learning Outcomes

1. Analyse the effects of dynamics that intervene in audiovisual and advertising industries and policies.
2. Analyse the impact on the audiovisual and advertising sector of economic, political, technological and social forces, including internet.
3. Apply validated models to evaluate policies, technologies, management, and audiovisual and advertising sector industries.
4. Choose, design and apply methodological strategies for scientific research in the field of audiovisual communication industries and policies.
5. Identify and evaluate the main currents of thought in studies on the different cultural industries.
6. Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
7. Recognise the role of the media, audiovisual productions and advertising in the construction of gender relations and sexual and gender identity.
8. Take decisions and accept responsibility for their consequences.

Content

Based on the objectives, the change that business and knowledge management entails in a digital environment will be addressed, the role of technology and the economy as key factors in the changes in the contemporary audiovisual and advertising sector and the reflection and study of the main theoretical currents that analyze them, the theoretical analysis of communication policies and technologies with a study of specific cases at the European, state and Catalan levels; the intellectual analysis of the role of the internet and the impact of social networks on the audiovisual and advertising system, and, finally, the theoretical and concrete study of the changes in basic advertising structures to understand one of the pillars of the audiovisual business model.

- 1.- Management of companies and the knowledge in the digital society 2,5 ECTS (Josep Maria Marfi)
- 2.- The Internet, social networks and their impact in the audio-visual sector 2,5 ECTS (Emilio Fernández)
- 3.- Changes of the contemporary advertising systems 2,5 ECTS (Ana Ullod and Quim Puig)
- 4.- Technology and economy in the contemporary audio-visual system 2,5 ECTS (Carles Llorens)

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	75	3	2, 1, 5, 7

Type: Supervised

Essay tutorials	70	2.8	2, 1, 3, 5, 6, 8, 7, 4
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Readings and autonomous work of the students	100	4	2, 1, 3, 6, 8, 7, 4
Writing essays	50	2	2, 1, 3, 5, 6, 8, 7, 4

Teaching is structured by very specialized seminars and the tutoring of works on the subjects of the module.

The detailed calendar with the content of the different sessions will be presented on the first day of each instructor's and course's introduction. Students will find the various teaching materials and all the necessary information for proper course follow-up on the virtual campus. In the event of a change in the teaching format due to force majeure, as determined by the relevant authorities, the teaching staff will inform students of any changes to the course schedule and teaching methodologies.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Ana Ullod's essay	20%	1	0.04	2, 1, 3, 5, 6, 8, 7, 4
Carles Llorens' essay	20%	1	0.04	2, 1, 3, 5, 6, 8, 7, 4
Emilio Fernández's Essay	20%	1	0.04	2, 1, 3, 5, 6, 8, 7, 4
Joaquin Puig's Essay	20%	1	0.04	2, 1, 3, 5, 6, 8, 7, 4
Josep M ^a Martí's essay	20%	1	0.04	2, 1, 3, 5, 6, 8, 7, 4

Each professor of the module will indicate at the beginning of their course the type of work that the students will have to do and how it should be presented.

Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

This course/module does not provide for a single-assessment system.

Students who fail to attend two or more assessment activities will be graded as 'Not Assessed'

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for specific tasks determined by each professor. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

PLAGIARISM

In the event that the student commits any irregularity that could lead to a significant change in the grade of an assessment act, this assessment act will be graded with 0, regardless of any disciplinary process that may be initiated. If multiple irregularities occur in the assessment acts of the same subject, the final grade for this subject will be 0.

Bibliography

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Buckland, Michael Keeble (2017). Information and Society. Cambridge: MIT Press.

Carey, John i Elton, Martin (2010). When media are new. University Michigan Press, Ann Arbor

Christensen, Clayton M. (2016). The innovator's dilemma: when new technologies cause great firms to fail, Boston, Massachusetts: Harvard Business Review Press.

Lee, Kai Fu (2018) AI Superpowers: China, Silicon Valley, and the New World Order. Boston: Houghton MifflinHarcourt.

McLuhan, Marshall (1996) Comprender los medios de comunicación. Las extensiones del ser humano. Barcelona: Paidós (original de 1964).

Mueller, Milton (2017). Will the Internet fragment? : sovereignty, globalization and cyberspace. Cambridge, Polity Press.Morozov, Evgeny, (2014). To save everything, click here: the folly of technological solutionism, New York: PublicAffairs

Rogers, Everett M. (2003) Diffusion of Innovations, 5a ed. New York: Free Press. Schmidt, Eric & Cohen, Jared (2014). El Futuro digital, Madrid: Anaya Multimedia.

Scolari, Carlos (2008). Hipermediaciones. Elementos para una Teoría de la Comunicación Digital Interactiva, Barcelona: Gedisa.

Wu, Tim (2011). The Master switch: the rise and fall of information empires, New York, N.Y.: Vintage Books.

Software

There is no need for any software in order to follow this module.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
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