

Degree programme	Type	Course
Audiovisual Communication	OB	3

Contact lecturer

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Teaching staff

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Group languages

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

Prerequisites

In order to pass the course, it is recommended to have previously studied the subjects *Història de la Comunicació*, *Estructura de la Comunicació*, *Tecnologies de la Informació i la Comunicació*, *Història de la Ràdio i la Televisió* and *Història del Cinema*.

Objectives

This Compulsory subject is part of the *Audiovisual Industry* area, taken between the third and fourth academic year of the degree. Therefore, the educational objectives of this subject must be added to those of the other one that is also part of the area, *Models de Gestió de l'Empresa Audiovisual*, Optional, and *Qüestions d'Actualitat i Tendències del Sector Audiovisual* (Optional), both of 6 ECTS credits.

As defined in the curriculum, it is about providing a panoramic view of the structure of the audiovisual system and the actors that make it up from a more analytical point of view, so that all the knowledge from previous years can be applied.

The general objective is to give the basic keys to what we can understand when we talk about 'audiovisual system', in a context such as the current one, what changes it has undergone and is still experiencing as well as the power relations between the main actors, the way in which they interact and contribute to shaping this system.

With all these elements, students must know how to analyse the environment in which they will have to develop professionally.

Learning outcomes

- CM07 (To plan audiovisual industrial production in accordance with its future market placement.) To plan audiovisual industrial production in accordance with its future market placement.
- CM08 (To interpret changes to the professional profiles that currently exist in the audiovisual system, avoiding the reproduction of gender inequalities.) To interpret changes to the professional profiles that currently exist in the audiovisual system, avoiding the reproduction of gender inequalities.
- SM11 (To examine the industrial and corporate dimensions of the audiovisual sector.) To examine the industrial and corporate dimensions of the audiovisual sector.
- SM12 (To analyse existing companies through the strict application of critical knowledge (production processes and methods, exhibition circuit for audiovisual products).) To analyse existing companies through the strict application of critical knowledge (production processes and methods, exhibition circuit for audiovisual products).
- SM13 (To conduct research with a view to obtaining information that may be useful in analysing the audiovisual industry and/or designing feasible audiovisual projects.) To conduct research with a view to obtaining information that may be useful in analysing the audiovisual industry and/or designing feasible audiovisual projects.

Contents

The course is organized around a set of key topics that are underpinned by a solid theoretical foundation while also requiring continuous updating in response to ongoing developments within the sector. Consequently, the monitoring and critical assessment of specialized information sources constitute a significant component of the learning process. The analytical framework that students are expected to apply to the contemporary media environment is articulated around the following main areas:

- Approaching the definition of the audiovisual system through its historical development and regulatory evolution.
- The audiovisual sector in the era of Big Tech: from flow to stock. Platformization of communication, technological convergence, and the growing influence of global communication conglomerates.
- Production and distribution dynamics in the cultural industries. The streaming logic, the role of gatekeepers, and the nodes of power within the value chain, together with their implications for labour relations.
- Infrastructure and distribution as strategic arenas in the struggle for dominance within the audiovisual sector.
- The evolution of companies in the Catalan and Spanish audiovisual sectors in a rapidly changing environment: opportunities, challenges, and strategic responses.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find the various teaching materials deemed appropriate by the instructors and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the

competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Seminars (participation and written exercises)	33	1.32	CM08, SM11, SM12, SM13

Reading, analysis and synthesis of texts, preparation and performance of written exercises	82.5	3.3	SM11, SM12, SM13
Tutorials	7.5	0.3	SM12, SM13
Theory classes	15	0.6	CM07, CM08, SM11, SM12

Students acquire knowledge and competencies through various methodological procedures that include master classes in the classroom, discussion and reflection exercises, readings and seminars, as well as texts and audiovisual documents available through Moodle.

Specifically, the seminars will focus on specific topics of the syllabus, for which a series of previous readings will be provided or prior information search and/or a presentation will be requested.

In addition, an important part of the course is based on carrying out the final project, which implies direct contact with specialists in the sector, both from the academic side and from the point of view of practitioners.

It is important that students do not see these three activities in a differentiated way but as parts of a whole, that are interrelated and serve to more easily achieve the goals and to better consolidate the knowledge.

This is a subject area that has a very clear, direct and constant relationship with the present, so monitoring all kinds of information related to the audiovisual system is highly recommended.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for elective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Final project (including presentation)	35 %	2	0.08	CM07, CM08, SM11, SM12, SM13
Theory final test	35 %	3	0.12	CM08, SM11, SM12
Seminars (written exercises and participation)	30 %	7	0.28	CM08, SM11, SM12, SM13

CONTINUOUS ASSESSMENT

The continuous formative assessment system is organized in three different parts, each of which must be passed to pass the course:

- Theory final test, 35% on the final grade.
- Seminars (participation and written exercises), 30% on the final grade.

- Final project (presentation included), 35% on the final grade.

In order to pass, a minimum of 5 must be obtained in all assessment activities.

Regarding the seminars, the final mark of each one derives from the information previously obtained and/or the group presentation and/or the written exercise performed in the classroom. The participation in the seminars will be based on the guidelines that will be provided and uploaded to the Virtual Campus. Each session will previously have an explanatory protocol.

The final project is a supervised activity carried out in a group. Special attention will be given to the ability to define the topic correctly, to use the language according to the type of work, to establish connections between theory and practice and the ability to synthesize the material consulted or obtained by any other means (interviews, video sources, audio ...) When the course begins, a specific protocol will be uploaded to Moodle and the teacher will discuss with each group on the topic to be studied. The final mark of the project will include its presentation at the end of the semester.

There is a second criterion of formal type and subtractive nature, that is, its compliance does not increase the final score, but its noncompliance subtracts points. Specifically, compliance with the technical characteristics specified in the guideline that will be offered at the beginning of the course (typography, letter size, line spacing, alignment, and margins) will be assessed, at a rate of 2 tenths per characteristic. Spelling is also a formal criterion. Each misspelling will subtract 0.3 points. Errors in citation and references used in the project will subtract also 0.3 points.

About the period and conditions of recovery assessment

Students who meet the following conditions will be eligible for these activities:

In case of having failed:

- who have obtained a minimum grade of 3 in the theory test,
- who have obtained a minimum grade of 3.5 in the final project, with the following exceptions: a project plagiarized in part or in its entirety (it is a 0 directly) or those that do not meet the formal requirements previously specified (that have misspellings, do not meet the minimum in terms of citation, etc.).

Students will be entitled to the recovery assessment of the subject if he or she has been evaluated of the set of activities whose weight equals a minimum of 2/3 of the total grade of the subject.

To be able to submit to the recovery assessment of the subject, it will be necessary to have obtained a minimum average grade of 3.5.

Seminars, plagiarized works or works made with an unauthorized use of artificial intelligence are not recoverable.

Students will have the opportunity to improve their mark when the grade is equal to or greater than 8 and the teacher is informed in advance. Attention: the final grade after taking the test for improvement could be lower.

Assessment for students re-enrolled in the course

Students in the second or more sittings will take a single synthesis test that will consist of a theoretical exam that will include the content of the subject and some readings that will be given when the semester begins. The grade of the subject will correspond to the grade of the synthesis test. Both parts must be passed, each of which is worth 50% of the final grade.

Not assessable

Students who have not taken either the theoretical exam or the coursework and have not participated in a minimum of 75% of the seminars are considered Not Assessable within the framework of this subject.

SINGLE ASSESSMENT

Students can take advantage of the single assessment modality. The single evaluation system is made up of three different parts, each of which must be passed in order to pass the subject:

- Theoretical exam, 40% of the final grade. *(The exam model is different from that of continuous assessment).*
- Written test based on readings and knowledge of current events, 40% of the final grade.
- Industry News Quiz, 20% of the final grade.

In order to pass, a minimum of 5 must be obtained in all evaluation activities.

All three parts of the assessment will be taken on the official day of the exam, as stated on the Virtual Campus from the beginning of the course.

About the period and conditions of recovery assessment

Students who meet the following conditions may take advantage of these activities:

If you have failed:

- who have obtained a minimum grade of 3 in the theory exam,
- who have obtained a minimum mark of 3.5 in the written test,
- who have obtained a minimum grade of 3 in the Industry News Quiz.

Students will be entitled to the recovery assessment of the subject if he or she has been evaluated of the set of activities whose weight equals a minimum of 2/3 of the total grade of the subject. To be able to submit to the recovery assessment of the subject, it will be necessary to have obtained a minimum average grade of 3.5.

Students will have the opportunity to improve their mark when the grade is equal to or greater than 8 and the teacher is informed in advance. Attention: the final grade after taking the test for improvement could be lower.

ON THE USE OF ARTIFICIAL INTELLIGENCE

In this subject, the use of Artificial Intelligence (AI) technologies is allowed exclusively in support tasks, such as bibliographic or information searches, text correction or translations... Students must clearly identify which parts have been generated with this technology, specify the tools used and include a critical reflection on how these have influenced the process and the final result of the activity. The non-transparency of the use of AI in any assessable activity will be considered academic honesty and may lead to a partial or total penalty in the grade of the activity, or greater sanctions in cases of severity.

IRREGULARITIES

The performance of any irregularity in an assessment act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorised in the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential requirement to have obtained a minimum grade in this assessment act or that there are several irregularities in the assessment acts of the same subject, the final grade for this subject is 0. Apart from this, a disciplinary process may be instructed for the student who commits any of these irregularities.

Bibliography

Basic references

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Blázquez Jordán, José Manuel & de la Torre-Espinosa, Mario (2025) La plataformización de los festivales de cine en España: el caso de Filmin (2020-2024). *Revista De Comunicación*, 24(1): 51-67.

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Bonet, Montse, Guimerà, Josep Àngel & Casado, Miguel Ángel (2021) The Spanish HbbTV service LOVEStv: When technology facilitates new strategies for survival. *Media International Australia*, 185(1): 139-152.

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Other online references

ACR (Associació Catalana de Ràdio) <https://www.acradio.org>

AER (Association of European Radios) <http://www.aereurope.org/>

ACT (Association of Commercial Television in Europe) <http://www.acte.be/>

BNE (Broadcast Network Europe) <http://www.broadcast-networks.eu/>

CAC (Consell de l'Audiovisual de Catalunya) : <http://www.cac.cat>

EBU (European Broadcasting Union)<http://www.ebu.ch/mis>

EGTA <https://www.egta.com>

ETNO (European Telecommunications Network Operators) <https://www.etno.eu/>

ETSI (European Telecommunications Standards Institute) <http://www.etsi.org/>

FCC (Federal Communications Commission) <http://www.fcc.gov/>

GSMA (GSM Association) <http://www.gsma.com>

Pew Research Center <http://www.pewresearch.org/>

RSPG (Radio Spectrum Policy Group) <http://rspg-spectrum.eu/>

SABI (Sistema de Análisis de Balances Ibéricos. Bureau van Dijk). Accés a través de la Biblioteca (dintre de la UAB o des de qualsevol punt gràcies a la Xarxa Privada Virtual).

Wider Spectrum Group <https://widerspectrum.org>

OFCOM : <http://www.ofcom.org.uk>

World DAB: <http://www.worlddab.org>

Bases de dades de l'Observatori Europeu de l'audiovisual: IRIS Merlin, Lumiere, Korda, Persky :
<http://www.obs.coe.int/>, <http://merlin.obs.coe.int/>

La resta de fonts s'anirà donant al llarg de l' semestre, especialment en funció de les necessitats concretes de

cada grup per al treball de curs o sempre que algú ho demani.

Other references will be given throughout the semester, especially depending on students' needs for their final project or whenever someone asks for it.

Software

This subject does not need any specific software for the development of classes and assignments. In case it is necessary to take online classes again, the Teams platform will be used.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	4	Catalan	second semester	morning-mixed
(SEM) Seminars	41	Catalan	second semester	morning-mixed
(SEM) Seminars	42	Catalan	second semester	morning-mixed