

Degree programme	Type	Course
Audiovisual Communication	FB	1

Contact lecturer

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Group languages

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

Prerequisites

Follow-up of news about the social communication system and the audio-visual industry is recommended, mainly from Catalonia, Spain and Europe.

Objectives

This course introduces students to the structural features of social communication systems and the communication and culture industries, with a particular focus on the audiovisual sector. In order to understand the underlying reasons for their configuration, the course considers the historical, economic, political, social, cultural and technological framework in which they operate, as well as the political, economic and social actors whose behaviors and strategies shape them (regulatory bodies, media conglomerates, major online platforms, business and professional organizations, etc.).

The focus is mainly on the Catalan and Spanish contexts, framing them within Western Europe and, more specifically, Mediterranean countries, while also taking into account international and transnational dynamics.

The main objective of the course is to foster a reflective attitude and the ability to critically analyze current communication phenomena, events and processes.

Learning outcomes

- KM01 (To identify the fundamentals of communication structure, theories and history.) To identify the fundamentals of communication structure, theories and history.
- KM03 (To describe the structure of the audiovisual communication system and its evolution over time.) To describe the structure of the audiovisual communication system and its evolution over time.

- SM02 (To demonstrate knowledge of the political, social and cultural dynamics that currently exist in the world and which serve as a context for communication.) To demonstrate knowledge of the political, social and cultural dynamics that currently exist in the world and which serve as a context for communication.

Contents

The syllabus is organized into three blocks:

-The first clarifies the key concepts of the subject and the theoretical perspectives from which it is studied. In addition, it analyzes the main trends of change in the production, distribution, marketing and consumption of content.

-The second presents the actors that contribute to the articulation of social communication and media systems and communication industries, from the state and the independent regulators, to the media conglomerates, digital platforms and social media, business associations, audience measuring bodies or organized civil society.

-The third analyzes in a general way the different media sectors and the communication industries, with a focus on current events and situation.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Research activities	42	1.68	
Tutorials	8	0.32	
Master classes	35	1.4	
Autonomous study	42	1.68	
Seminars: current debates, exercises and research activities	14	0.56	

Two thirds of face-to-face teaching will be developed with the full group and one third in seminars in small groups.

The sessions with the whole group will be carried out mainly from master classes, which can be combined with interactive activities, focused on the thematic blocks pointed out in the section \"contents\". The doubts related to the compulsory readings that the students have to do and to the self-learning work will also be clarified. Additionally, the course incorporates innovative methodologies such as gamification, which is used in many sessions to reinforce the review of theoretical content in an engaging and participatory way. These dynamics allow students to independently identify which concepts they have mastered and which require further review. Their use promotes active involvement in the learning process and enhances content retention.

Seminars will include practical activities to deepen the subject matter of the course, which may require the search or previous analysis of various types of learning resources (news, academic texts, reports, etc.). It is mandatory to attend at least 80% of the seminar sessions in order to be evaluated.

The course content and schedule will be presented on the first day of the course and further details will be provided on the virtual campus. Students will be able to find on the virtual campus the various teaching materials deemed appropriate by the instructors and all the necessary information for proper follow-up of the course. 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.

The approach of the subject will incorporate the gender perspective in all possible aspects, from the contents to the methodologies applied to the dynamics of work and student participation in the classroom, so as to facilitate an egalitarian interaction.

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
Partial exam 2	35%	3	0.12	KM01, KM03, SM02
Seminar (practical activities)	30%	3	0.12	KM01, KM03, SM02
Partial exam 1	35%	3	0.12	KM01, KM03, SM02

The course consists of the following assessment options and activities:

CONTINUED EVALUATION:

1. Exercises and activities related to the issues discussed in the seminar and qualitative participation in them, which will account for 30% of the grade. Attendance to at least 80% of the seminar sessions is compulsory to be evaluated of it. Due to its nature linked to current events, the evaluation activities of the seminar will not be recoverable.

2. Two mid-term exams on the theoretical content, each of which accounts for 35% of the final mark and exempts students from further assessment of that topic if passed.

To pass the course, students must achieve a mark of 4 or above in both mid-term exams, and the average of the two must be equal to or higher than 5. The seminar mark will only be included in the average once these two mid-term exams have been passed. If students fail either of these exams, they may take a resit, provided they have already been assessed on both. Not taking either exam will result in a final mark of 'not assessable'.

In the event that the resit of one of the two exams is not passed, because a grade lower than 4 is obtained in it or, even being between 4 and 4.9, the student does not achieve an average grade of 5 with the other midterm exam, the final grade of the course will be the one obtained in this failed exam (or the average of the two midterm exams if both are failed).

The dates of the evaluation and recovery activities will be announced on the day of the presentation of the subject. The information will also be available on the virtual campus.

SINGLE EVALUATION:

The single evaluation of the course will take place in the classroom over a single day and will consist of the following exercises and weightings:

1. Control of knowledge: 40% - Theoretical test (multiple choice) on all the contents of the course (including the topics covered in the seminar). In order to obtain an average with the other two evaluation activities and be

able to pass the course, a grade equal to or higher than 4 must be obtained in this theoretical test (essential condition). In case of failing with a grade lower than 4, the final grade of the course will be the grade of this test.

2. Written exercise of reflection and argumentation on the contents of the course: 30%.

3. Realization of one or several practical exercises related to the issues covered in the seminar: 30%. This activity cannot be recovered, so, in case of having to take the recovery, the grade obtained in this exercise in the first call will be maintained.

$1 (40\%) + 2 (30\%) + 3 (30\%) = 100\%$ FINAL GRADE OF THE SUBJECT.

In order to pass the course, students must achieve a final mark of 5 or above and have obtained a minimum mark of 4 in Exercise 1. The date for the marks review will be the same as for students on the continuous evaluation and will be announced in class and on the virtual campus.

The recovery of the single evaluation system will consist of retaking exercises 1 and 2, which will be weighted average with the mark obtained in exercise 3.

SECOND ENROLLMENT STUDENTS:

From the second enrollment onwards, students may choose to be evaluated A) by continued evaluation, B) by the single evaluation system or C) exclusively through the completion of a comprehensive assessment, divided into two mid-term examinations.-in case of failing, students will be able to opt for the recovery of each one of the mid-term exams, as long as they have been previously evaluated in both of them.

If the third assessment method (C) is chosen, the course mark will be the average of these two mid-term exams, which must be 5 or above to pass. If one of them is not taken, the final mark will be 'not assessable'.

It will be understood that students from the second registration who do not communicate explicitly by e-mail and within the deadline announced at the beginning of the course their assessment option will take the two mid-term exams (option C).

NOT ASSESSABLE

Students who have not take one of the two mid-term exams included in both the continuous assessment system and the assessment system for repeating students-which involves a synthesis exam divided into two parts-as well as students on the single-assessment system who do not complete one of the three exercises that make up their single assessment, will be given a mark of 'not assessable'. Similarly, students who do not sit the examinations during the first assessment round will receive this mark. Failure to take this first assessment round invalidates the option to take a resit.

CALENDAR OF EVALUATION ACTIVITIES

The dates of the evaluation and recovery activities will be announced on the day of the presentation of the course. This information will also be available on the Virtual Campus.

PLAGIARISM

Should a student commit any irregularity that could lead to a significant change in the mark for an assessment, that assessment will be marked as 0, independent of any disciplinary proceedings that may be initiated. Should several irregularities occur in the assessments for the same module, the final mark for that module will be 0.

USE OF ARTIFICIAL INTELLIGENCE (IA)

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process

and the final result 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.

IRREGULARITIES:

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by 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 evaluation act or that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities.

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the

assignment may be graded zero, and the student may be subject to further disciplinary action.

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During the course other complementary bibliographical references and online sources will be suggested to delve into the contents explained and to follow upon the news of the sector.

Software

Basic tools of Microsoft Office package, Moodle applications and free online learning platforms.

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	Spanish	second semester	morning-mixed
(SEM) Seminars	41	Spanish	second semester	morning-mixed
(SEM) Seminars	42	Spanish	second semester	morning-mixed
(SEM) Seminars	43	Catalan	second semester	morning-mixed