

Degree programme	Type	Course
Interactive Communication	FB	1

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

The lessons will be taught in Catalan. Some documents might also be in Spanish and in English, so the student needs to understand these languages.

Objectives

Data protection is perhaps the most relevant fundamental right related to communication and IT, with privacy and freedom of speech. In interactive communication they are still relevant, but other rights deserve also to be mentioned. Therefore, we will have the opportunity to examine the new risk for traditional rights like copyright, intellectual property, brands and licences. Big data will also have its place. On the other hand, the regulation of ecommerce and criminal, torts and trade regulation will also be considered. We will end our course with transparency and fake news regulations.

In sum, in this course we will examine the legal aspects of interactive communication.

Learning outcomes

- CM06 (Critically assess the main legal problems related to digital communication.) Critically assess the main legal problems related to digital communication.
- CM07 (Apply deontological and normative principles to the creation, development and management of interactive communication projects.) Apply deontological and normative principles to the creation, development and management of interactive communication projects.
- CM08 (Develop interactive communication projects in accordance with the principles of ethical responsibility and respect for fundamental rights and duties, diversity and democratic values within the framework of the legislation and legal system of digital communication.) Develop interactive communication projects in accordance with the principles of ethical responsibility and respect for

fundamental rights and duties, diversity and democratic values within the framework of the legislation and legal system of digital communication.

- KM05 (Distinguish the regulatory and legal framework which governs digital communication.) Distinguish the regulatory and legal framework which governs digital communication.
- KM06 (Recognise the ethical and deontological codes of interactive communication both in Spain and internationally.) Recognise the ethical and deontological codes of interactive communication both in Spain and internationally.
- SM07 (Determine the main aspects of the legislation and legal system of digital communication that affect interactive communication contents, products, applications and services.) Determine the main aspects of the legislation and legal system of digital communication that affect interactive communication contents, products, applications and services.

Contents

Lesson 1

Communication regulation and interactive communication.

Lesson 2

Freedom of speech, right to inform. Censorship, conscience clause, professional secret, judicial secret, official secret.

Lesson 3

Data Protection. Right to honour, privacy and image. Right to be forgotten.

Lesson 4

Intellectual property and copyright. Big Data. Internet domains, brands and licences.

Lesson 5

eCommerce regulation.

Lesson 6

Criminal, torts and trade regulation related to digital communication.

Lesson 7

Transparency and fake news.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Homework for next lesson	95	3.8	
Polls	0.25	0.01	
Homework	6	0.24	
Lessons	22.5	0.9	
Class work	22.25	0.89	

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

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

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

To explain the content of the lessons both general explanations and concrete practices will be available for the student.

The theoretical lessons will provide the main contents of the subject, in order to allow the student to properly fulfil the practices. The latter will be based on real cases and will implement what has been learned in the theoretical lessons.

A written exam is scheduled in the end of the semester to check both the theoretical knowledge and the practical one.

Time schedule

Thursday from 15h00 to 18h00

Rest of 15 minuts at 16h15

Evaluation

2 exercises at classroom and 1 reading.

Half-period exam

Final Exam

Students will be entitled to the revaluation of the subject.

The activities that are excluded from the revaluation process are Final Exam (25% of the weight in the final grade).

Revaluation of Activities A,B and C (50% of the weight in the final grade). Half-period exam can be done also when taking final exam (25% of the weight in the final grade).

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
Participation	10%	0.5	0.02	CM06, KM06, SM07
Half-period Exam	25%	1	0.04	CM06, CM07, KM05, KM06, SM07
Presentation	20%	1	0.04	CM06, CM07
Homeworks	20%	0.5	0.02	CM07, CM08
Final Exam	25%	1	0.04	CM06, CM07, KM05, KM06, SM07

EVALUATION ACTIVITIES DESCRIPTION:

- Activity A, Exercise at classroom, 10% in the final grade
- Activity B, Exercise at classroom, 10% in the final grade

- Activity C, Oral presentation 20% in the final grade.
- Activity D: participation 10% in the final grade.
- Activity E: Exams (Half-period exam and final exam)
- Half-period exam, 25% in the final grade
- Final exam, 25% in the final grade. You can also re-evaluate the half-time exam the same day.

It is necessary to obtain a minimum grade of 5/10 in the sum of all the activities, to pass the subject.

Reevaluation of activities A, B and C (50% in the final grade)

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of a final exam. The grading of the subject will correspond to the grade of the synthesis exam/assignment.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Restrictive use of AI:

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as bibliographic or information searches, text correction, or translations. 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.

UNIQUE EVALUATION

According to UAB rules, there is the possibility to follow a Unique Evaluation, following the procedure and on due time:

- 2 Activities on documents, 30% of the total mark
- 1 Reading Activity. 20% of the total mark
- 1 Theoretical Activity (50% of the total mark)

Re-evaluation of the Unique Evaluation

a) According to current regulation of re-evaluation, the students need to have attended at least 2/3 of the total of evaluating activities.

b) The student can only re-evaluate the theoretical activity if the score is inferior to 4,9. The re-evaluation will be a written activity to evaluate theoretical knowledge.

c) The score obtained in the two activities will ponderate the final score. In case of fail in this activities, and if the student considers it, there will be the option of a re-evaluation of these two activities on documents.

d) The Reading activity is not re-evaluable and the obtained score will ponderate the final mark.

Bibliography

General

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- . Azurmendi, Ana (2023) *Derecho de la comunicación. Guía jurídica para profesionales de los medios*, Ediciones Universidad de Navarra, EUNSA, Pamplona, 2023.
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- . Caballero Trenado, Laura (2019), *Derecho de la comunicación*, Ed. Dykinson, Madrid.
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- . Madrid Parra, Agustín y Alvarado Herrera, Lucía (dir.), Blanco Sánchez, María Jesús (coord.) (2022), *Derecho digital y nuevas tecnologías*, Ed. Aranzadi, Pamplona.
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- . Torres López, Mª Asunción y Souvirón Morenillo, José M. (eds.) (2022) *Elementos para el estudio del Derecho de la comunicación*, Ed. Tecnos, Madrid.

Concrete

- . Castán Pérez-Gómez, Antonio (2021), *El derecho de patentes en el ecosistema digital y otros estudios sobre propiedad industrial*, Ed. Reus, Madrid.
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- . Ramos Gil de la Haza, Andy; Ortega Burgos, Enrique y Moscoso del Prado Herenández (eds.) *Derecho de los videojuegos: aspectos jurídicos y de negocio*, 2023.
- . Serrano Gómez, Eduardo (dir.) (2019), *Medios de comunicación, contenidos digitales y derechos de autor*, Reus Editorial, Madrid.

Digital materials will be announced during lessons and open source materials will be available at \"Campus virtual\".

Software

No need of any concrete software for this course.

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	6	Catalan	second semester	afternoon
(SEM) Seminars	61	Catalan	second semester	afternoon
(SEM) Seminars	62	Catalan	second semester	afternoon