

**1. General information****Course:** GLOBAL MEDIA SYSTEMS**Type:** BASIC**Degree:** 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM**Center:** 12 - FACULTY OF COMMUNICATION**Year:** 2**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 16311**ECTS credits:** 6**Academic year:** 2021-22**Group(s):** 30**Duration:** First quarter**Second language:****English Friendly:** Y**Bilingual:** N**Lecturer:** AZAHARA CAÑEDO RAMOS - Group(s): 30

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**2. Pre-Requisites**

Not established

**3. Justification in the curriculum, relation to other subjects and to the profession**

Not established

**4. Degree competences achieved in this course****Course competences**

Code	Description
E04	Capacity to read and analyse specialised texts and documents on any relevant topic, and to summarise or adapt them using language or vocabulary understandable to the general public.
E05	Basic capacity to understand informative or communicative production, either written or audiovisual, in standard English.
E14	Capacity to experiment and innovate by learning and using techniques and methods applied to improvement of quality and self-assessment processes. Develop capacity for autonomous learning, adaptation to change and creativity-driven innovation.
E15	Knowledge of the new trends and behaviours related to consumption of information and entertainment content, as well as of the incidence of NICT on audience behaviour.
E16	Critical knowledge of media influence on Education and of the relation of the media with schools, as well as of the potential of the new Information and Communication Technologies and multimedia systems for development of off-site learning and knowledge.
E18	Egalitarian awareness with regards to individuals and peoples, respect for international human rights, and knowledge of the great cultural or civilising trends related to individual and collective fundamental values.
G01	B1 level of a second foreign language, as per the Common European Framework of Reference for Languages
G04	Ethical commitment and professional ethics.
G05	Gain knowledge and understanding of Journalism by acquiring rational and critical knowledge of world current affairs in order to understand social phenomena that occur in society today.
G07	Interpret relevant data, such as key events and processes that take place in today's societies, from a synchronic perspective. The scope of this kind of knowledge should be as wide as possible, since it contributes to developing the ability to understand diversity and to fostering civic awareness and respect for alien value systems.
G09	Develop the abilities required for Journalism and Communications in general, in order to pursue further postgraduate and professional retraining studies.
G11	Gain insight into the most relevant concepts, categories, theories and topics of the different subfields of Information & Communications research.

**5. Objectives or Learning Outcomes****Course learning outcomes**

Not established.

**6. Units / Contents****Unit 1: The Political Economy of Communication****Unit 2: The Cultural Industries****Unit 3: Media Conglomerates: Characterization, Actors and Trends****Unit 4: Sector Analysis I: Press Industry****Unit 5: Sector Analysis II: Radio & TV Industry****7. Activities, Units/Modules and Methodology**

Training Activity	Methodology	Related Competences	ECTS	Hours	As	Com	Description
Final test [ON-SITE]	Assessment tests		0.08	2	Y	Y	
Class Attendance (practical) [ON-SITE]	Lectures		2.32	58	N	-	

Writing of reports or projects [OFF-SITE]	Self-study		2.4	60	Y	N	
Scientific paper reading and review [OFF-SITE]	Self-study		1.2	30	N	-	
<b>Total:</b>			<b>6</b>	<b>150</b>			
<b>Total credits of in-class work: 2.4</b>			<b>Total class time hours: 60</b>				
<b>Total credits of out of class work: 3.6</b>			<b>Total hours of out of class work: 90</b>				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System			
Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Theoretical papers assessment	40.00%	40.00%	
Final test	60.00%	60.00%	
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

According to art. 6 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 13.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

9. Assignments, course calendar and important dates	
<b>Not related to the syllabus/contents</b>	
<b>Hours</b>	<b>hours</b>
Final test [PRESENCIAL][Assessment tests]	2
<b>Unit 1 (de 5): The Political Economy of Communication</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (practical) [PRESENCIAL][Lectures]	11.6
Writing of reports or projects [AUTÓNOMA][Self-study]	12
Scientific paper reading and review [AUTÓNOMA][Self-study]	6
Group 30:	
<b>Initial date:</b> 06-09-2021	<b>End date:</b> 27-09-2021
<b>Unit 2 (de 5): The Cultural Industries</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (practical) [PRESENCIAL][Lectures]	11.6
Writing of reports or projects [AUTÓNOMA][Self-study]	12
Scientific paper reading and review [AUTÓNOMA][Self-study]	6
Group 30:	
<b>Initial date:</b> 28-09-2021	<b>End date:</b> 17-10-2021
<b>Unit 3 (de 5): Media Conglomerates: Characterization, Actors and Trends</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (practical) [PRESENCIAL][Lectures]	11.6
Writing of reports or projects [AUTÓNOMA][Self-study]	12
Scientific paper reading and review [AUTÓNOMA][Self-study]	6
Group 30:	
<b>Initial date:</b> 18-10-2021	<b>End date:</b> 21-11-2021
<b>Unit 4 (de 5): Sector Analysis I: Press Industry</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (practical) [PRESENCIAL][Lectures]	11.6
Writing of reports or projects [AUTÓNOMA][Self-study]	12
Scientific paper reading and review [AUTÓNOMA][Self-study]	6
Group 30:	
<b>Initial date:</b> 22-11-2021	<b>End date:</b> 05-12-2021
<b>Unit 5 (de 5): Sector Analysis II: Radio &amp; TV Industry</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (practical) [PRESENCIAL][Lectures]	11.6
Writing of reports or projects [AUTÓNOMA][Self-study]	12
Scientific paper reading and review [AUTÓNOMA][Self-study]	6
Group 30:	
<b>Initial date:</b> 06-12-2021	<b>End date:</b> 17-12-2021
<b>Global activity</b>	
<b>Activities</b>	<b>hours</b>
Class Attendance (practical) [PRESENCIAL][Lectures]	58
Writing of reports or projects [AUTÓNOMA][Self-study]	60
Scientific paper reading and review [AUTÓNOMA][Self-study]	30
Final test [PRESENCIAL][Assessment tests]	2
<b>Total horas: 150</b>	

## 10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Miguel de Bustos, J.C.; Casado Del Río, M.A.	Televisiones autonómicas. Evolución y crisis del modelo público de proximidad	Gedisa	Barcelona	978-84-9784-724-7	2012	
Bolaño, C.; Mastrini, G.; Sierra, F.	Communication and Knowledge: a Latin American Perspective	Hampton Press	New York	9781-61289-027-2	2012	
Bustamante, E.	La televisión económica: financiación, estrategias y mercado	Gedisa	Barcelona	9788474327458	1999	
Zallo, R.	Economía de la comunicación y la cultura	Akal	Madrid	84-7600-340-4	1988	
Wasko, J.	Understanding Disney	Polity	Cambridge	9780745695648	2020	
Herman, E.S.; McChesney, R.W.	Los medios globales	Cátedra	Madrid	84-376-1746-4	1997	
Mosco, V.; McKercher, K.	The Laboring of Communication: Will Knowledge Workers of the World Reunite?	Lexington Books	Maryland	978-0-7391-1814-6	2008	
Marzal Felici, J. (ed)	Las televisiones públicas autonómicas del siglo XXI. Nuevos escenarios tras el cierre de RTVV	UAB - UJI - UPF - UV	Varias	9788437096506	2015	
Zallo, R.	Estructuras de la comunicación y de la cultura. Políticas para la era digital	Gedisa	Barcelona	978-84-9784-665-3	2011	
Brevini, B.; Swiatek, L.	Amazon. Understanding a Global Communication Giant	Routledge	New York	978-0-367-36433-55	2021	
Tang, M.	Tencent: The Political Economy of China's Surging Internet Giant	Routledge	New York	978-0-367-19508-3	2020	
Srnicek, N.	Capitalismo de plataformas	Caja Negra	Buenos Aires	978-9871622689	2018	
van Dijck, J.; Poell, T.; De Waa, M.	The Platform Society: Public Values in a Connective World	Oxford University Press	Oxford	978-0190889777	2018	
Lee, M.	Alphabet. The Becoming of Google	Routledge	New York	978-0-367-19734-6	2019	
Dorfman, A.; Mattelart, A.	Para leer al Pato Donald: comunicación de masas y colonialismo	Siglo XXI	Madrid	978-6070302336	2013	
Mosco, V.	La economía política de la comunicación. Reformulación y renovación	Bosch	Barcelona	9788497904810	2009	
Hesmondhalgh, D.	The Cultural Industries	Sage	London	978-1446209264	2012	
Bustamante, E.	Radio y televisión en España: historia de una asignatura pendiente de la democracia	Gedisa	Barcelona	9788497841634	2009	
Herman, E.S.; Chomsky, N.	Manufacturing Consent: The Political Economy of the Mass Media	Pantheon Books	Nueva York	0-375-71449-9	1988	
García Santamaría, J.V.	Los grupos multimedia españoles: análisis y estrategias	UOC	Barcelona	978-8490644911	2016	
Birkinbine, B.J.; Gómez, R.; Wasko, J.	Global Media Giants	Routledge	Nw York	978-1-138-92771-1	2017	
Adorno, T.; Horkheimer, M.	Dialéctica de la Ilustración. Fragmentos filosóficos	Trotta	Madrid	84-87699-97-9	1998	
Reig, R.; Labio, A.	El laberinto mundial de la información. Estructura mediática y poder	Anthropos	Barcelona	97884-16421-67-1	2017	
Lobato, R.	Netflix Nations: The Geography of Digital Distribution: 28	NYU Press	New York	978-1479804948	2019	
Maxwell, R.; Miller, T.	Greening the media	Oxford University Press	Oxford	978-0-19-532530-1	2012	
Boyd-Barrett, O.; Mirrlees, T.	Media Imperialism: continuity and change	Rowman & Littlefield	Maryland	978-1-5381-2155-9	2020	
Albornoz, L.A.; Segovia, A.I.; Almirón, N.	Grupo PRISA. Media Power in Contemporary Spain - Series: Global Media Giants	Routledge	New York	978-0-367-27753-6	2020	
Reig, R.	Los dueños del periodismo. Claves de la estructura mediática mundial y de España	Gedisa	Barcelona	978-84-9784-618-9	2011	
Becerra, M.; Mastrini, G.	Los dueños de la palabra. Acceso, estructura y concentración de los medios en la América del Siglo XXI	Prometeo Libros	Buenos Aires	978-987-574-346-5	2009	