UNIVERSIDAD DE CASTILLA - LA MANCHA

GUÍA DOCENTE

1. General information

Course:	MEDIA GLOBAL STRUCTURE	**Code:**	16524
Type:	CORE COURSE	**ECTS credits:**	6
Degree:	401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION	**Academic year:**	2021-22
Center:	12 - FACULTY OF COMMUNICATION	**Group(s):**	30
Year:	3	**Duration:**	C2
Main language:	Spanish	**Second language:**	
Use of additional languages:		**English Friendly:**	Y
Web site:		**Bilingual:**	N

Lecturer: **AZAHARA CAÑEDO RAMOS** - Group(s): **30**

Building/Office	Department	Phone number	Email	Office hours
Despacho FCOM 2.06	DPTO. EN CONSTITUCIÓN		Azahara.Canedo@uclm.es	

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
CE03	Understand the communication and audiovisual structure and its impact on public policies at the different territorial levels.
CE04	Know and decode the industrial and business phenomena of the audiovisual sector.
CG01	Know the essential characteristics of communication, its elements and results, with the aim of understanding the communicative phenomena that occur in today's society.
CG04	Expose the results of academic work in writing, orally or by other means, in accordance with the canons of the communication disciplines.
CG05	Know the constitutional values, ethical principles and deontological rules applying to audiovisual communication.
CG06	Know the state of the world and its recent historical evolution as well as acquiring the concepts necessary for understanding its political, economic, technological and sociocultural dimensions in such a way that they serve as an instrument in the resolution of professional problems and challenges.
CG07	Acquire the ability to work in a team, face collective challenges and cooperatively solve problems, respecting the diversity of the participants and of their contributions.
CT01	Learn a second foreign language.

5. Objectives or Learning Outcomes

Course learning outcomes

Description

Know and experiment with the processes of creation and innovation of projects using the methodologies of ideation and conceptualisation.

Handle the basic techniques of audiovisual production, both for conventional (television, cinema, radio) and contemporary (web, social networks) formats.

Pitch script proposals for commercial exploitation.

Examine the fundamental elements of the language of audiovisual communication in the process of composing information for transmission.

Become familiar with the processes of creation, design and production of audiovisual formats and programmes.

Identify the most significant aspects of audiovisual transmission and production and apply them in practical contexts.

Recognise the dimensions of the audiovisual company's organisation and identify the different markets and marketing strategies in the audiovisual communication system.

Recognise and understand the main conceptual approaches related to digital cultures and contemporary technology.

Apply the principles of professional ethics and the ethical principles set out in the codes of ethics.

Acquire a global and diachronic vision of the dominant models and strategies in the social history of communication.

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: Film Industry

Unit 5: Sector Analysis II: Radio & TV Industry

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	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	
Analysis of articles and reviews [OFF-SITE]	Self-study		1.2	30	N	-	
		Total:	**6**	**150**			
		Total credits of in-class work: 2.4					**Total class time hours: 60**
		Total credits of out of class work: 3.6					**Total hours of out of class work: 90**

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%	
Total:	**100.00%**	**100.00%**	

According to art. 4 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. 12.2) 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

Not related to the syllabus/contents

Hours	**hours**
Final test [PRESENCIAL][Assessment tests]	2

Unit 1 (de 5): The Political Economy of Communication

Activities	**Hours**
Class Attendance (practical) [PRESENCIAL][Lectures]	11.6
Writing of reports or projects [AUTÓNOMA][Self-study]	12
Analysis of articles and reviews [AUTÓNOMA][Self-study]	6

Group 30:

Initial date: 31-01-2022 **End date:** 21-02-2022

Unit 2 (de 5): The Cultural Industries

Activities	**Hours**
Class Attendance (practical) [PRESENCIAL][Lectures]	11.6
Writing of reports or projects [AUTÓNOMA][Self-study]	12
Analysis of articles and reviews [AUTÓNOMA][Self-study]	6

Group 30:

Initial date: 22-02-2022 **End date:** 14-03-2022

Unit 3 (de 5): Media Conglomerates: Characterization, Actors and Trends

Activities	**Hours**
Class Attendance (practical) [PRESENCIAL][Lectures]	11.6
Writing of reports or projects [AUTÓNOMA][Self-study]	12
Analysis of articles and reviews [AUTÓNOMA][Self-study]	6

Group 30:

Initial date: 15-03-2022 **End date:** 20-04-2022

Unit 4 (de 5): Sector Analysis I: Film Industry

Activities	**Hours**
Class Attendance (practical) [PRESENCIAL][Lectures]	11.6
Writing of reports or projects [AUTÓNOMA][Self-study]	12
Analysis of articles and reviews [AUTÓNOMA][Self-study]	6

Group 30:

Initial date: 21-04-2022 **End date:** 05-05-2022

Unit 5 (de 5): Sector Analysis II: Radio & TV Industry

Activities	**Hours**
Class Attendance (practical) [PRESENCIAL][Lectures]	11.6
Writing of reports or projects [AUTÓNOMA][Self-study]	12
Analysis of articles and reviews [AUTÓNOMA][Self-study]	6

Group 30:

Initial date: 06-05-2022 **End date:** 20-05-2022

Global activity

Activities	**hours**
Final test [PRESENCIAL][Assessment tests]	2

Class Attendance (practical) [PRESENCIAL][Lectures]	58
Writing of reports or projects [AUTÓNOMA][Self-study]	60
Analysis of articles and reviews [AUTÓNOMA][Self-study]	30
Total horas:	150

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.	Political Economy, 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	