

**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:** 2022-23**Group(s):** 30**Duration:** First semester**Second language:****English Friendly:** Y**Bilingual:** N**Lecturer:** AZAHARA CAÑEDO RAMOS - Group(s): 30

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2. Pre-Requisites

In the case of foreign students who wish to take the course, it is necessary for them to have a minimum knowledge of the Spanish media system. Otherwise, the course will be highly complex and it will be difficult for them to achieve the minimum objectives.

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

Working as a communication professional requires a comprehensive training in the discipline. It is for this reason that the curriculum requires a subject such as 'Media Structure and System', which includes this course. This subject provides students with the ability to develop a critical view of the structural situation of the media, while allowing them to analyze not only the contexts in which they operate but also the dominant trends affecting them. Likewise, this subject allows them to complement the knowledge acquired in other subjects such as 'Communication Law' or 'Communication Policies' on the regulation of the media and the actions of public and private powers that influence them. In this same line, this course expands the contents worked on subjects such as 'Economic Structure' or 'Audiovisual Production' in relation to the characterization and the functioning of the business environment of the media.

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

Code	Description
E02	Capacity and ability to fluently and effectively express and communicate both orally and in writing, by adequately using the most appropriate linguistic and literary resources to each communication medium.
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.
E07	Capacity and ability to express reasoned ideas by using rhetoric and contributions from new argumentation theories, as well as communicative techniques applied to persuasion.
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.

Additional outcomes

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

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

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

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

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.

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

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

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 (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Final test [ON-SITE]	Assessment tests		0.08	2	Y	N	
Class Attendance (theory) [ON-SITE]	Lectures		1.32	33	N	-	
Writing of reports or projects [OFF-SITE]	Group Work		2.4	60	Y	N	
Project or Topic Presentations [ON-SITE]	Group Work		0.8	20	N	-	
Writing of reports or projects [OFF-SITE]	Self-study		0.2	5	Y	N	
Group tutoring sessions [ON-SITE]	Guided or supervised work		0.2	5	Y	N	
Self-study [OFF-SITE]	Case Studies		1	25	Y	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 exam	30.00%	60.00%	
Theoretical papers assessment	10.00%	40.00%	
Progress Tests	40.00%	0.00%	
Final test	20.00%	0.00%	
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).

Evaluation criteria for the final exam:

Continuous assessment:

In order to pass the course, it is required to achieve a minimum grade of at least 50% of the total value in all the evaluation tests. In addition, the evaluation of the activities carried out in previous years will not be retained and the rules of plagiarism and spelling correction common to the Degree will be applied.

Non-continuous evaluation:

Students who have taken the course through the non-continuous evaluation option must compulsorily take a final theoretical exam. Likewise, these students must submit on the day of the exam a set of practical reports that demonstrate that they have acquired the basic practical skills that apply to the subject. The course will only be considered as passed if in all the evaluation tests at least 50% of the maximum possible grade has been obtained (typically, at least a 5 out of 10) and the grade of the theoretical exam reaches at least 40% of the total value of the same. In addition, the evaluation of the activities carried out in previous years will not be retained and the rules of plagiarism and spelling correction common to the Degree will be applied.

Specifications for the resit/retake exam:

In the extraordinary call, students who have followed the continuous evaluation model but have not reached the minimum grade of 5 out of 10 in the continuous evaluation activities, must take a theoretical exam whose value will be 100% of the grade. This same model applies to students who have not followed the continuous evaluation. In addition, the evaluation of the activities carried out in previous courses will not be retained and the rules of plagiarism and spelling correction common to the Degree will be applied.

Specifications for the second resit / retake exam:

In order to pass the subject, it is mandatory to pass a test that will be worth 100% of the grade. In addition, the evaluation of the activities carried out in previous years will not be retained and the rules of plagiarism and spelling correction common to the Degree will be applied.

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 (theory) [PRESENCIAL][Lectures]	9
Writing of reports or projects [AUTÓNOMA][Group Work]	12
Project or Topic Presentations [PRESENCIAL][Group Work]	4
Writing of reports or projects [AUTÓNOMA][Self-study]	1
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Self-study [AUTÓNOMA][Case Studies]	5
Group 30:	
Initial date: 12-09-2022	End date: 30-09-2022
Unit 2 (de 5): The Cultural Industries	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	9
Writing of reports or projects [AUTÓNOMA][Group Work]	12
Project or Topic Presentations [PRESENCIAL][Group Work]	4
Writing of reports or projects [AUTÓNOMA][Self-study]	1
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Self-study [AUTÓNOMA][Case Studies]	5
Group 30:	
Initial date: 01-10-2022	End date: 17-10-2022
Unit 3 (de 5): Media Conglomerates: Characterization, Actors and Trends	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	11
Writing of reports or projects [AUTÓNOMA][Group Work]	12
Project or Topic Presentations [PRESENCIAL][Group Work]	4
Writing of reports or projects [AUTÓNOMA][Self-study]	1
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Self-study [AUTÓNOMA][Case Studies]	5
Group 30:	
Initial date: 18-10-2022	End date: 21-11-2022
Unit 4 (de 5): Sector Analysis I: Press Industry	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Writing of reports or projects [AUTÓNOMA][Group Work]	12
Project or Topic Presentations [PRESENCIAL][Group Work]	4
Writing of reports or projects [AUTÓNOMA][Self-study]	1
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Self-study [AUTÓNOMA][Case Studies]	5
Group 30:	
Initial date: 22-11-2022	End date: 05-12-2022
Unit 5 (de 5): Sector Analysis II: Radio & TV Industry	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Writing of reports or projects [AUTÓNOMA][Group Work]	12
Project or Topic Presentations [PRESENCIAL][Group Work]	4
Writing of reports or projects [AUTÓNOMA][Self-study]	1
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Self-study [AUTÓNOMA][Case Studies]	5
Group 30:	
Initial date: 06-12-2022	End date: 17-12-2022
Global activity	
Activities	hours
Writing of reports or projects [AUTÓNOMA][Self-study]	5
Self-study [AUTÓNOMA][Case Studies]	25
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	5
Class Attendance (theory) [PRESENCIAL][Lectures]	33
Writing of reports or projects [AUTÓNOMA][Group Work]	60
Project or Topic Presentations [PRESENCIAL][Group Work]	20
Final test [PRESENCIAL][Assessment tests]	2
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Bolaño, César; Mastrini, Guillermo; Sierra, Francisco	Political Economy, Communication and Knowledge: a Latin American Perspective	Hampton Press	New York	9781-61289-027-2	2012	
Bustamante, Enrique	La televisión económica: financiación, estrategias y	Gedisa	Barcelona	9788474327458	1999	

Zallo, Ramón	mercado Economía de la comunicación y la cultura	Akal	Madrid	84-7600-340-4	1988
Wasko, Janet	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, Javier (ed)	Las televisiones públicas autonómicas del siglo XXI. Nuevos escenarios tras el cierre de RTVV	UAB - UJI - UPF - UV	Varias	9788437096506	2015
Zallo, Ramón	Estructuras de la comunicación y de la cultura. Políticas para la era digital	Gedisa	Barcelona	978-84-9784-665-3	2011
Brevini, Benedetta; Swiatek, Lukasz	Amazon. Understanding a Global Communication Giant	Routledge	New York	978-0-367-36433-55	2021
Tang, Min	Tencent: The Political Economy of China's Surging Internet Giant	Routledge	New York	978-0-367-19508-3	2020
Smicek, Nick	Capitalismo de plataformas	Caja Negra	Buenos Aires	978-9871622689	2018
van Dijck, José; Poell, Thomas; De Waa, Martijn	The Platform Society: Public Values in a Connective World	Oxford University Press	Oxford	978-0190889777	2018
Lee, Micky	Alphabet. The Becoming of Google	Routledge	New York	978-0-367-19734-6	2019
Dorfman, Ariel; Mattelart, Armand	Para leer al Pato Donald: comunicación de masas y colonialismo	Siglo XXI	Madrid	978-6070302336	2013
Mosco, Vincent	La economía política de la comunicación. Reformulación y renovación	Bosch	Barcelona	9788497904810	2009
Hesmondhalgh, David	The Cultural Industries	Sage	London	978-1446209264	2012
Bustamante, Enrique	Radio y televisión en España: historia de una asignatura pendiente de la democracia	Gedisa	Barcelona	9788497841634	2009
Herman, Edward S.; Chomsky, Noam	Manufacturing Consent: The Political Economy of the Mass Media	Pantheon Books	Nueva York	0-375-71449-9	1988
García Santamaría, José Vicente	Los grupos multimedia españoles: análisis y estrategias	UOC	Barcelona	978-8490644911	2016
Birkinbine, Benjamin J.; Gómez, Rodrigo; Wasko, Janet	Global Media Giants	Routledge	Nw York	978-1-138-92771-1	2017
Adorno, Theodor; Horkheimer, Max	Dialéctica de la Ilustración. Fragmentos filosóficos	Trotta	Madrid	84-87699-97-9	1998
Reig, Ramón; Labio, Aurora	El laberinto mundial de la información. Estructura mediática y poder	Anthropos	Barcelona	97884-16421-67-1	2017
Maxwell, Richard; Miller, Toby	Greening the media	Oxford University Press	Oxford	978-0-19-532530-1	2012
Albornoz, Luis A.; Segovia, Ana I.; Almiron, Nùria	Grupo PRISA. Media Power in Contemporary Spain - Series: Global Media Giants	Routledge	New York	978-0-367-27753-6	2020
Reig, Ramón	Los dueños del periodismo. Claves de la estructura mediática mundial y de España	Gedisa	Barcelona	978-84-9784-618-9	2011
Becerra, Martín; Mastrini, Guillermo	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
Cañedo, Azahara; Rodríguez-Castro, Marta; López-Cepeda, Ana M.	Distilling the value of public service media: Towards a tenable SAGE conceptualisation in the European framework https://journals.sagepub.com/doi/abs/10.1177/02673231221090777?journalCode=ejca	SAGE			2022
Cañedo, Azahara; Segovia, Ana I.	La plataformización de los medios de comunicación de servicio público. Una reflexión desde la economía política de la comunicación	Tirant Humanidades	Valencia	978-84-19286-26-0	2022