

**1. General information****Course:** MEDIA SYSTEM**Type:** CORE COURSE**Degree:** 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION**Center:** 12 - FACULTY OF COMMUNICATION**Year:** 4**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 16533**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 30**Duration:** C2**Second language:****English Friendly:** Y**Bilingual:** N**Lecturer:** MINERVA CAMPOS RABADÁN - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
2.15	DPTO. EN CONSTITUCIÓN		Minerva.Campos@uclm.es	See Campus Virtual

**2. Pre-Requisites**

Not established

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

This mandatory subject belongs to the subject Media Environment, and it is closely related to the subject Global Media Structure (3rd course). It focuses on the Spanish market and the specificities of its media business models.

Teaching methodology is based on theory master classes, case studies and projects' development. Contents and competences are related to these main topics:

- Media agents and companies that configures the Spanish ecosystem
- Local media market specificities
- Digital and technological challenges in the field
- Different production and distribution chronologies depending on the business model
- Entrepreneurial and marketing strategies
- Rules and basic accountancy for projects' design
- Development of innovative media business projects

The main objective of the sociological approach of the subject is to provide analytical and critical perspectives that contribute to the development of innovative, ethical, and coherent business projects in accordance with the Sustainable Development Goals.

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

Code	Description
CB03	Gather and interpret relevant data (usually within the area of study) in order to make value judgements that include a reflection on relevant social, scientific or ethical issues.
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.
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.

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

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

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.

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

**Additional outcomes**

Understand media market in Spain as well as its agents and specific dynamics in both the journalism and audio-visual / cinema fields

Identify organisational challenges, look for alternatives and solutions, and apply them

Making business decisions according to the field basic tools

Differentiate the markets and audiences within the media field

Design a media business project

## 6. Units / Contents

- Unit 1: Media industry. State of the art and main challenges**  
**Unit 2: Planning (I). Nature, concept, and types of companies**  
**Unit 3: Business organisation. Concept and design of the organisational structure**  
**Unit 4: Commercial exploitation**  
**Unit 5: Planning (II). Status, objectives, and strategies**  
**Unit 6: Media market**  
    **Unit 6.1** Journalism  
    **Unit 6.2** Cinema  
    **Unit 6.3** Television - OTTs  
**Unit 7: Commercialisation, production, and distribution**  
**Unit 8: Entrepreneurial projects**

## ADDITIONAL COMMENTS, REMARKS

From the beginning of the semester, students will have a calendar that describes by weeks the contents and activities of the syllabus (available on Campus Virtual). Modifications could be applied to the programme in case it would be required by the proper development of the course.

## 7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	CB03 CE04 CG01 CG05	1.84	46	N	-	
Group tutoring sessions [ON-SITE]	Guided or supervised work	CB03 CG01 CG04 CG05 CG07	0.48	12	Y	N	
Writing of reports or projects [OFF-SITE]	Case Studies	CB03 CE04 CG01 CG04 CG07	1.52	38	Y	Y	
Practicum and practical activities report writing or preparation [OFF-SITE]	Case Studies	CE04 CG01 CG04	1.08	27	Y	Y	
Final test [ON-SITE]	Assessment tests	CB03 CE04 CG01 CG04 CG05	0.08	2	Y	Y	
Study and Exam Preparation [OFF-SITE]	Combination of methods	CB03 CE04 CG01 CG04 CG05	1	25	Y	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 exam	30.00%	50.00%	
Assessment of problem solving and/or case studies	40.00%	25.00%	
Projects	30.00%	25.00%	
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

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:

It is mandatory to have at least a mark of 4 in the final test. If the mark is lower than 4, the final mark will be the arithmetic media and, if it results higher than 5, the student will be suspended with 4,9. Marks from previous courses will not be considered.

Students could change from the continuous assessment system to non-continuous evaluation when they have not participated in activities that mean the 50% of the total evaluation activities of the subject. When they would have already reached that 50% and when the classes would have already finished, unless notified otherwise students will be evaluated under the continuous assessment criteria.

Plagiarism and orthographic norms will be applied according to the common Degree rules. This subject will apply evaluation criteria agreed by the UCLM Evaluation Rules as well as the specific evaluation norms approved the Faculty.

#### Non-continuous evaluation:

The final test will mean the 50% of the subject's final mark. It will be added the 50% resulted from the individual marks received in the final project and the final work that students should send by the platform Campus Virtual before the final test's official date.

It is mandatory to have at least a mark of 4 in the final test. If the mark is lower than 4, the final mark will be the arithmetic media and, if it results higher than 5, the student will be suspended with 4,9. Marks from previous courses will not be considered.

Students could change from the continuous assessment to non-continuous evaluation when they have not participated in activities that mean the 50% of the total evaluation activities of the subject. When they would have already reached that 50% and when the classes would have already finished, unless notified

otherwise students will be evaluated under the continuous assessment criteria.

Plagiarism and orthographic norms will be applied according to the common Degree rules. This subject will apply evaluation criteria agreed by the UCLM Evaluation Rules as well as the specific evaluation norms approved the Faculty.

#### Specifications for the resit/retake exam:

It consists in a final test that will mean the 100% of the subject's final mark. Marks from previous courses and partial evaluations from the continuous or non-continuous evaluation options will not be considered.

Plagiarism and orthographic norms will be applied according to the common Degree rules. This subject will apply evaluation criteria agreed by the UCLM Evaluation Rules as well as the specific evaluation norms approved the Faculty.

#### Specifications for the second resit / retake exam:

It consists in a final test that will mean the 100% of the subject's final mark. Marks from previous courses and partial evaluations from the continuous or non-continuous evaluation options will not be considered.

Plagiarism and orthographic norms will be applied according to the common Degree rules. This subject will apply evaluation criteria agreed by the UCLM Evaluation Rules as well as the specific evaluation norms approved the Faculty.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	10
Writing of reports or projects [AUTÓNOMA][Case Studies]	38
Practicum and practical activities report writing or preparation [AUTÓNOMA][Case Studies]	27
Final test [PRESENCIAL][Assessment tests]	2
Study and Exam Preparation [AUTÓNOMA][Combination of methods]	25
<b>General comments about the planning:</b> This programme could be adapted and modified in case of extraordinary measures related to the COVID-19 pandemic. Even in that unexpected situation, activities as well as evaluation percentages would be tried to be maintained as similar as possible to the described ones.	
Unit 1 (de 8): Media industry. State of the art and main challenges	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Unit 2 (de 8): Planning (I). Nature, concept, and types of companies	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Unit 3 (de 8): Business organisation. Concept and design of the organisational structure	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	2
Unit 4 (de 8): Commercial exploitation	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Unit 5 (de 8): Planning (II). Status, objectives, and strategies	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Unit 6 (de 8): Media market	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	12
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	4
Unit 7 (de 8): Commercialisation, production, and distribution	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Unit 8 (de 8): Entrepreneurial projects	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Global activity	
Activities	hours
Writing of reports or projects [AUTÓNOMA][Case Studies]	38
Practicum and practical activities report writing or preparation [AUTÓNOMA][Case Studies]	27
Class Attendance (theory) [PRESENCIAL][Lectures]	46
Study and Exam Preparation [AUTÓNOMA][Combination of methods]	25
Final test [PRESENCIAL][Assessment tests]	2
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	12
<b>Total horas: 150</b>	

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
López, Guillermo	Periodismo digital: redes, audiencias y modelos de negocio	Comunicación Social			2015	
Matamoras, David (coord.)	Distribución y marketing cinematográfico. Manual de primeros auxilios.	Publicacions i Edicions Universitat de Barcelona.	Barcelona		2009	
Vinuela, Ana	La distribución de cine de autor español en Francia En busca de los públicos de Blancanieves y Las brujas de Zugarramurdi				2017	
Galán Gamero, Javier (coordinador)	Empresa informativa XXI	Síntesis		9788490779873	2017	
PWC-PATE	Oportunidades de los contenidos audiovisuales en España. <a href="https://asociacionpate.com/archivos/1733">https://asociacionpate.com/archivos/1733</a>				2021	
Mandredi Sánchez, Juan Luis	Emprendimiento e innovación en periodismo <a href="https://publicaciones.uclm.es/emprendimiento-e-innovacion-en-periodismo/">https://publicaciones.uclm.es/emprendimiento-e-innovacion-en-periodismo/</a>				2015	
Manfredi Sánchez, Juan Luis	Innovación y periodismo: emprender en la Universidad <a href="http://www.cuadernosartesanos.org/2015/cac76.pdf">http://www.cuadernosartesanos.org/2015/cac76.pdf</a>	Cuadernos Artesanos de Comunicación			2015	
Lobato, Ramón	Netflix Nations. The Geography of Digital Distribution.	New York University Press			2019	
Taillibert, Christel y Ana Vinuela	Festival Scope, a festival-on-demand platform: Online enhancement of the gatekeeping power of film festivals <a href="https://www.tandfonline.com/doi/full/10.1080/07053436.2021.1899399">https://www.tandfonline.com/doi/full/10.1080/07053436.2021.1899399</a>					
Casillas, Thierry y José Manuel Martí	Cómo hacer un plan de empresa. Guía práctica para su elaboración y puesta en marcha.	Profit Editorial	Barcelona		2019	
Barlovento	Avance Informe 1ª ola barómetro TV-OTT de Barlovento Comunicación. Estudio de las plataformas OTT en España <a href="https://www.barloventocomunicacion.es/wp-content/uploads/2022/04/BAROMETRO-TV-OTT-Avance-1-ola-2022.pdf">https://www.barloventocomunicacion.es/wp-content/uploads/2022/04/BAROMETRO-TV-OTT-Avance-1-ola-2022.pdf</a>				2022	
MCUD	Encuesta de hábitos y prácticas culturales en España 2018-2019. <a href="https://www.culturaydeporte.gob.es/servicios-al-ciudadano/estadisticas/cultura/mc/ehc/portada.html">https://www.culturaydeporte.gob.es/servicios-al-ciudadano/estadisticas/cultura/mc/ehc/portada.html</a>				2020	
Picard, Robert G.	Journalists' Perceptions of the Future of Journalistic Work <a href="http://www.robertpicard.net/files/RISJ_Journalists_Perceptions_of_the_Future_of_Journalistic_Work.pdf">http://www.robertpicard.net/files/RISJ_Journalists_Perceptions_of_the_Future_of_Journalistic_Work.pdf</a>				2015	
C. W., Anderson; Emily Bell y Clay Shirky	Post Industrial Journalism: Adapting to the Present <a href="https://academiccommons.columbia.edu/doi/10.7916/D8N01JS7">https://academiccommons.columbia.edu/doi/10.7916/D8N01JS7</a>				2014	