

**1. General information****Course:** THE MEDIA IN SPAIN**Type:** CORE COURSE**Degree:** 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM**Center:** 12 - FACULTY OF COMMUNICATION**Year:** 3**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 16321**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 30**Duration:** First semester**Second language:****English Friendly:** Y**Bilingual:** N**Lecturer:** ANA MARIA LOPEZ CEPEDA - 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

The subject is related to Global Structure of the Media (2nd) and Communication Policies (3rd). The objective is for students to obtain a vision of the structures that govern the information system, with special attention to the Spanish model. For more details, see the subject "Media structure and system" which includes the subjects.

In particular, this subject develops the content necessary to understand the current business environment and is committed to new journalistic projects.

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.
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.
G01	B1 level of a second foreign language, as per the Common European Framework of Reference for Languages
G04	Ethical commitment and professional ethics.
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**

Description

Additional outcomes

Identify the main organizational problems and apply the solutions.

Use basic tools for business decision making

Distinguish between different markets, marketing and audiences in the communication market

Create a journalistic project from a business point of view

6. Units / Contents**Unit 1: Introduction. The communication industry****Unit 2: Planning (I). Nature, concept and types of company****Unit 3: Organization of companies. Concept and design of the organizational structure****Unit 4: Planning (II). Situation, objective and strategies****Unit 5: The information market****Unit 6: Exploitation of the information company****Unit 7: Marketing, production and distribution****Unit 8: Project and entrepreneurial jobs**

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	E04 E05 E14 G01 G04	1.84	46	N	-	
Group tutoring sessions [ON-SITE]	Problem solving and exercises		0.48	12	Y	N	
Writing of reports or projects [OFF-SITE]	Self-study	E04	1.52	38	Y	N	
Analysis of articles and reviews [OFF-SITE]	Self-study	E16 G01 G04 G09	1.08	27	N	-	
Final test [ON-SITE]	Assessment tests	E04 E05 E14 E16 G01 G04 G09 G11	0.08	2	Y	Y	
Study and Exam Preparation [OFF-SITE]	Combination of methods		1	25	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
Final test	60.00%	60.00%	Final test.
Practicum and practical activities reports assessment	30.00%	30.00%	Evaluation of memories, reports or practical work.
Other methods of assessment	0.00%	10.00%	Another evaluation system on the day of the final test.
Assessment of problem solving and/or case studies	10.00%	0.00%	Troubleshooting or cases.
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 the final test, students will only be able to obtain 60% of the final grade, to which 30% will be added for the preparation of practical work, carried out throughout the course and 10% for solving problems or cases.

It is necessary to obtain at least a 4 in the final test in order to pass the subject. If a 4 is not passed in the final test, the final mark will be the average and if it is higher than 5, the student will fail with a 4.9. The evaluation of the activities carried out in previous courses will not be kept. To pass the subject it will be necessary to get a score of 5.

Any student may change to the non-continuous assessment modality as long as they have not participated during the class period in assessable activities that together account for at least 50% of the total assessment of the subject. If a student has reached that 50% of evaluable activities or if, in any case, the class period has ended, it will be considered in continuous evaluation without the possibility of changing the evaluation modality.

The rules of plagiarism and common spelling correction for the Degree will be applied. This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation norms approved by the Faculty Board of the center.

Non-continuous evaluation:

In the final test, students will only be able to obtain 60% of the final grade. To this mark will be added 10% of another evaluation system on the same day of the final test and 30% of the resolution of problems or cases that will be delivered before the exam.

It is necessary to obtain at least a 4 in the final test in order to pass the subject. If a 4 is not passed in the final test, the final grade will be the average and if it is higher than 5, the students will fail with a 4.9. The evaluation of the activities carried out in previous courses will not be kept. To pass the subject it will be necessary to get a score of 5.

The rules of plagiarism and common spelling correction for the Degree will be applied. This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation norms approved by the Faculty Board of the center.

Specifications for the resit/retake exam:

In the extraordinary call, there will be a final test in which the students will obtain 100% of the final grade. The assessment of the activities carried out in the ordinary call or in previous courses will not be kept.

The rules of plagiarism and common spelling correction for the Degree will be applied. This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation norms approved by the Faculty Board of the center.

Specifications for the second resit / retake exam:

In the special call for completion, there will be a final test in which students will obtain 100% of the final grade. The evaluation of the activities carried out in other calls or in previous courses will not be kept.

The rules of plagiarism and common spelling correction for the Degree will be applied. This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation norms approved by the Faculty Board of the center.

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][Self-study]	38
Analysis of articles and reviews [AUTÓNOMA][Self-study]	27
Final test [PRESENCIAL][Assessment tests]	2
Study and Exam Preparation [AUTÓNOMA][Combination of methods]	25
General comments about the planning: This planning may be adapted and undergo slight modifications in the event that any extraordinary measure related to the COVID-19 health pandemic or other event is undertaken. However, even in an unforeseen scenario, an attempt will be made to maintain the evaluation percentages with the maximum fidelity to what is indicated in this guide.	
Unit 1 (de 8): Introduction. The communication industry	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	1
Unit 2 (de 8): Planning (I). Nature, concept and types of company	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	1
Unit 3 (de 8): Organization of companies. Concept and design of the organizational structure	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	1
Unit 4 (de 8): Planning (II). Situation, objective and strategies	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	1
Unit 5 (de 8): The information market	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	2
Unit 6 (de 8): Exploitation of the information company	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	2
Unit 7 (de 8): Marketing, production and distribution	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	2
Unit 8 (de 8): Project and entrepreneurial jobs	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	2
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	46
Analysis of articles and reviews [AUTÓNOMA][Self-study]	27
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	12
Study and Exam Preparation [AUTÓNOMA][Combination of methods]	25
Final test [PRESENCIAL][Assessment tests]	2
Writing of reports or projects [AUTÓNOMA][Self-study]	38
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Galán Gamero, Javier (coordinador) · Aguado, Guadalupe · Caro González, Francisco Javier · Manfredi Sánchez, Juan Luis	Empresa informativa XXI	Sintesis		9788490779873	2017	
	https://www.sintesis.com/manuales-244/empresa-informativa-xxi-ebook-2280.html					
López, Guillermo	Periodismo digital: redes, audiencias y modelos de negocio	Comunicación social			2015	
Manfredi Sánchez, Juan Luis	Emprendimiento e innovación en periodismo	Universidad de Castilla-La Mancha			2015	
	http://publicaciones.uclm.es/2015/01/28/emprendimiento-e-innovacion-en-periodismo/					
Manfredi Sánchez, Juan Luis	Innovación y periodismo: emprender en la Universidad	Cuadernos Latina			2015	
	http://www.cuadernosartesanos.org/2015/cac76.pdf					
Robert G. Picard	Journalists' Perceptions of the Future of Journalistic Work				2015	

Robert G. Picard and Steven S. Wildman, Eds.	http://www.robertpicard.net/files/RISJ_Journalists_Perceptions_of_the_Future_of_Journalistic_Work.pdf Handbook of the Economics of the Media	Edward Elgar Publishing		2015	
Nieto, Alfonso e Iglesias, Francisco	Empresa Informativa	Ariel Comunicación		2002	
Robert M Grant	Dirección estratégica http://www.contemporarystrategyanalysis.com/	Civitas	9788447026586	2006	
Shirky, Bell y Anderson	Post Industrial Journalism: Adapting to the Present http://towcenter.org/research/post-industrial-journalism-adapting-to-the-present-2/				
Caro, Francisco José	Gestión de empresas informativas	McGrawHill	9788448156046	2007	
Sánchez Tabernero, Alfonso	Dirección estratégica de empresas de comunicación	Ediciones Cátedra		2000	
Rodrigo Illera, Carlos	Dirección de empresas	Editorial Sanz y Torres		2015	
Aguado, Guadalupe	Organizacion y gestion de la empresa informativa	Síntesis	8497566025	2008	
De Lara González, Alicia; Arias Robles, Félix	Mediamorfosis: Perspectivas sobre la innovación en periodismo	Universitas Miguel Hernández	9788416024513	2017	
Ávila Rodríguez de Mier, Belén	El fenómeno mediático de la prensa gratuita en el marco de la Sociedad de la Información	ESIC		2015	Tesis Doctoral
Pérez Serrano, María José	La empresa informativa en la era digital	Centro de estudios Financieros	8445429248	2015	
Cagé, Julia	Salvar los medios de comunicación. Capitalismo, financiación participativa y democracia	Anagrama		2016	
Nafría, Ismael	La reinención de The New York Times	CreateSpace Independent Publishing Platform	9781544822792	2017	