



# UNIVERSIDAD DE CASTILLA - LA MANCHA

## GUÍA DOCENTE

### 1. General information

**Course:** MEDIA GLOBAL STRUCTURE

**Type:** CORE COURSE

**Degree:** 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION

**Center:** 12 - FACULTY OF COMMUNICATION

**Year:** 3

**Main language:** Spanish

**Use of additional languages:**

**Web site:**

**Code:** 16524

**ECTS credits:** 6

**Academic year:** 2023-24

**Group(s):** 30

**Duration:** C2

**Second language:**

**English Friendly:** Y

**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

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 'Global Structure of the Media', which provides students with the ability to develop a critical view of the media structure. Likewise, this subject allows students to deepen the knowledge previously acquired on the regulation of the media and the actions of public and private powers that influence them. In the same line, this course expands the contents worked in subjects such as 'Economic Structure' or 'Audiovisual Production' in relation to the characterization and functioning of the audiovisual business environment.

### 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

Acquire a global and diachronic vision of the dominant models and strategies in the social history of communication.  
Identify the most significant aspects of audiovisual transmission and production and apply them in practical contexts.  
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.  
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.  
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.

### 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	N	
Class Attendance (theory) [ON-SITE]	Lectures		1.6	40	N	-	
Writing of reports or projects [OFF-SITE]	Group Work		2.4	60	Y	N	
Project or Topic Presentations [ON-SITE]	Group Work		0.4	10	Y	N	
Group tutoring sessions [ON-SITE]	Guided or supervised work		0.24	6	Y	N	
Self-study [OFF-SITE]	Case Studies		1.2	30	Y	N	
Problem solving and/or case studies [ON-SITE]			0.08	2	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
Oral presentations assessment	30.00%	0.00%	
Progress Tests	30.00%	0.00%	
Assessment of problem solving and/or case studies	10.00%	40.00%	
Final test	30.00%	60.00%	
<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:**

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 the case of those students who must take the final exam, the grade in this must reach at least 30% of its total value in order to average with the rest of the continuous evaluation activities. 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.

**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 must take a theoretical exam whose value will be 100% of the grade, whether they have followed the continuous or non-continuous evaluation model. 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 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**

<b>Not related to the syllabus/contents</b>	
Hours	hours
Final test [PRESENCIAL][Assessment tests]	2
Self-study [AUTÓNOMA][Case Studies]	10
Problem solving and/or case studies [PRESENCIAL][]	2
<b>Unit 1 (de 5): The Political Economy of Communication</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	12
Writing of reports or projects [AUTÓNOMA][Group Work]	12
Project or Topic Presentations [PRESENCIAL][Group Work]	4
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	2
Self-study [AUTÓNOMA][Case Studies]	10
<b>Unit 2 (de 5): The Cultural Industries</b>	

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	8
Writing of reports or projects [AUTÓNOMA][Group Work]	12
Project or Topic Presentations [PRESENCIAL][Group Work]	2
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Self-study [AUTÓNOMA][Case Studies]	5
<b>Unit 3 (de 5): Media Conglomerates: Characterization, Actors and Trends</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	16
Writing of reports or projects [AUTÓNOMA][Group Work]	12
Project or Topic Presentations [PRESENCIAL][Group Work]	4
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Self-study [AUTÓNOMA][Case Studies]	5
<b>Unit 4 (de 5): Sector Analysis I: Film Industry</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Writing of reports or projects [AUTÓNOMA][Group Work]	12
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
<b>Unit 5 (de 5): Sector Analysis II: Radio &amp; TV Industry</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Writing of reports or projects [AUTÓNOMA][Group Work]	12
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
<b>Global activity</b>	
Activities	hours
Self-study [AUTÓNOMA][Case Studies]	30
Project or Topic Presentations [PRESENCIAL][Group Work]	10
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	6
Final test [PRESENCIAL][Assessment tests]	2
Class Attendance (theory) [PRESENCIAL][Lectures]	40
Writing of reports or projects [AUTÓNOMA][Group Work]	60
Problem solving and/or case studies [PRESENCIAL][]	2
<b>Total horas: 150</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Varela Monterroso, Lucía	Estructura mediática china: una aproximación al caso de China Central Television (CCTV) <a href="https://revistascientificas.us.es/index.php/Ambitos/article/view/12951">https://revistascientificas.us.es/index.php/Ambitos/article/view/12951</a>				2021	
Miguel de Bustos, Juan Carlos e Izquierdo-Castillo, Jessica	¿Quién controlará la Comunicación? El impacto de los GAFAM sobre las industrias mediáticas en el entorno de la economía digital <a href="https://nuevaepoca.revistalatinacs.org/index.php/revista/article/view/356">https://nuevaepoca.revistalatinacs.org/index.php/revista/article/view/356</a>				2019	
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 mercado	Gedisa	Barcelona	9788474327458	1999	
Zallo, Ramón	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, Vincent; McKercher, Catherine	The Laboring of Communication: Will Knowledge Workers of the	Lexington Books	Maryland	978-0-7391-1814-6	2008	

Marzal Felici, Javier (ed)	World Reunite? 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 Amazon.	Gedisa	Barcelona	978-84-9784-665-3	2011
Brevini, Benedetta; Swiatek, Lukasz	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
Srnicek, 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 Alfonso; Segovia, Ana I.; Almirón, Núria	Grupo PRISA. Media Power in Contemporary Spain - Series: Global Media Giants	Routledge	New York	978-0-367-27753-6	2020
Cañedo, Azahara; Rodríguez-Castro, Marta; López-	Distilling the value of public service media: Towards a tenable	SAGE			2022

Cepeda, Ana M.	conceptualisation in the European framework				
Cañedo, Azahara;	servicio público.	Tirant	Valencia	978-84-19286-	2022
Segovia, Ana I.	La plataforma de los medios de comunicación de	Humanidades		26-0	
	Una reflexión desde la economía política de la comunicación				
	El estudio de la estructura mediática. Análisis				
Cañedo, Azahara	de las percepciones del alumnado de comunicación				2023
	<a href="https://revistascientificas.us.es/index.php/Ambitos/article/view/22289">https://revistascientificas.us.es/index.php/Ambitos/article/view/22289</a>				
	New Strategies for				
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Galletero-	Unraveling how				
Campos, Belén;	Spanish Regional				2023
Centellas, David y	Public Service				
López-Cepeda,	Media Face the				
Ana	Platformization Process				
	<a href="https://revistas.ucm.es/index.php/ESMP/article/view/84534">https://revistas.ucm.es/index.php/ESMP/article/view/84534</a>				
	Gestión de medios públicos en el entorno digital				
Goyanes, Manuel	Nuevos valores,	Tirant		978-84-19286-	2022
y Campos-Rueda,	estrategias	Humanidades		26-0	
Marcela	multiplataforma e internet de servicio público				
Wasko, Janet,	The handbook of				
Murdock, Graham	political economy of	Blackwell		9781405188807	2011
y Sousa, Helena	communications				