UNIVERSIDAD DE CASTILLA - LA MANCHA
GUÍA DOCENTE

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: 2023-24
Group(s): 30
Duration: First semester
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
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.
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

Acquire a global and diachronic vision of the dominant models and strategies in the social history of communication.
Identify the relevant actors in the media structure and the audiovisual industry, both at the international and national sphere.
Understand the ethical task both as a dialogic construction of principles, norms and moral values and as a standard of quality in professional performance.
Expose and critically analyze the structure of the media and the audiovisual industries.
Recognize the dimensions of the organization of the audiovisual company and identify the different markets and marketing strategies in the audiovisual communication market.
Recognize and understand the main conceptual approaches to the approach of digital cultures and contemporary technology.
Know how to apply the principles of professional ethics and the ethical principles of ethical codes.

Know and apply the phases of the business plan to the audiovisual communication environment through the development of a project.
Debate in conditions of symmetry the ethical problems of audiovisual communication in order to dialogically infd rules, principles and ethical values.

Argue and debate on the emerging socio-political forms and mechanisms of discourse production in their relationship with technology.
Develop a critical thinking perspective.

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: Information Industry
Unit 5: Sector Analysis II: Audiovisual 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	
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
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%	
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:
        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

Not related to the syllabus/contents	
Hours	**hours**
Final test [PRESENCIAL][Assessment tests]	2
Self-study [AUTÓNOMA][Case Studies]	10

Problem solving and/or case studies [PRESENCIAL][]	2

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

Unit 2 (de 5): The Cultural Industries	
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

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

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

Unit 5 (de 5): Sector Analysis II: Audiovisual Industry	
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

Global activity	
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
	Total horas: 150

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	City	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 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 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	UAB - UJI - UPF - UV	Varias	9788437096506	2015	

Zallo, Ramón	cierre de RTVV 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
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-Cepeda, Ana M.	Distilling the value of public service media: Towards a tenable conceptualisation in the European framework	SAGE			2022	https://journals.sagepub.com/doi/abs/10.1177/02673231221090777?journalCode=ejca
	La plataformización de los medios de comunicación de					

Cañedo, Azahara; Segovia, Ana I.	servicio público. Una reflexión desde la economía política de la comunicación	Tirant Humanidades	Valencia	978-84-19286-26-0	2022
Varela Monterroso, Lucía	Estructura mediática china: una aproximación al caso de China Central Television (CCTV)				2021
	https://revistascientificas.us.es/index.php/Ambitos/article/view/12951				
Wasko, Janet; Murdock, Graham y Sousa, Helena	The Handbook of Political Economy of Communications	Blackwell		9781405188807	2011
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				2019
	https://nuevaepoca.revistalatinacs.org/index.php/revista/article/view/356				
Cañedo, Azahara	El estudio de la estructura mediática. Análisis de las percepciones del alumnado de comunicación				2023
	https://revistascientificas.us.es/index.php/Ambitos/article/view/22289				
Goyanes, Manuel y Campos-Rueda, Marcela	Gestión de medios públicos en el entorno digital Nuevos valores, estrategias multiplataforma e internet de servicio público	Tirant Humanidades		9788419286277	2022
Cañedo, Azahara; Galletero-Campos, Belén; Centellas, David y López-Cepeda, Ana	New Strategies for Old Dilemmas: Unraveling how Spanish Regional Public Service Media Face the Platformization Process				2023
	https://revistas.ucm.es/index.php/ESMP/article/view/84534				