

Academic Year: (2019 / 2020)

Review date: 13-09-2016

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FERNANDEZ DE BEAUMONT FERNANDEZ, JOSE

Type: Electives ECTS Credits : 6.0

Year : 1 Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Because the subject is inserted in graduate studies is obvious that should have passed all the subjects that refer to the phenomenon of communication but communication especially in journalism. Also necessary and convenient to have studied the organization, administration and management of media companies

OBJECTIVES

It is intended that students will be able to attack with traditional methodologies and new research on media companies. It is therefore essential, as a preliminary step: first, to describe and analyze the current situation of media companies in Spain and in the rest of the world, and second, to establish a diagnosis based on data and judgments and third, to formulate and propose changes organizational processes and management of strategic resources, human, material and technical requirements of new multimedia communication business.

After thorough analysis and diagnosis, the student should be able to propose innovative solutions based on knowledge management, and the creation, management and marketing of new communication products. To do this take into account and use traditional methods and new research methods applicable to the convergence (cross media), the rise of the active audience and content feedback.

In short, as a result of this learning, the student may be able to select relevant information and analysis, application of appropriate and tailored to solve the problems associated with new business models multimedia communication in the current context in which live the very rapid changes in technology, communication and disinformation glut.

DESCRIPTION OF CONTENTS: PROGRAMME**PROGRAM:****Topic 1: Introduction**

The research on the media in times of radical change and uncertainty. Present and future of media. OPTIMIZATION RESEARCH-RESOURCES-BUSINESS-MULTIMEDIA.

-Reminder of the main methodologies and research areas for innovation to be applied to the study, advancement and improvement of the media. Quantitative and qualitative methods. Empirical studies. Era (current) of the liquid communication.

"Research" cross media on three fronts: production, distribution, advertising.

"Revisiting the specific applications in various fields of communication research methods: eg market research, audience studies. "New methodologies for cross media" studies "and segmented audiences? Internet Counters

Item 2: BUSINESS MEDIA GROUP

"The current opportunity (digital) for media companies". "Opportunity for research

"The media companies are facing a challenge (scanning) to be considered as an opportunity. But to what extent they have to take and how they have to manage? Period of great instability. (Media "warming", I would say Eli Noam of Columbia University Institute of Tele-Information)

.- Structure of multimedia companies.

Areas of business-media companies

-Appear many small companies, providers that form the "long tail" (the theory of "long tail").

"The crisis of the media companies are manifested among other causes: high fixed costs, low marginal costs, effects of networking, increased competition, oversupply and excessive amount of information.

"Some specific ways that implement multimedia companies to deal with this situation:

- 1.-Cutting costs
- 2.-Drawing on innovation in quality and original products and their distribution
- 3.-monopolistic practices to control prices
- 4.-reorganizing and restructuring the multimedia group

Item 3.-TECHNOLOGY, INNOVATION AND TRANSFORMATION OF BUSINESS COMMUNICATION

"The new technologies of communication form the basis of the 'laboratory of the digital age'. Its impact innovation has brought profound changes in ways of consuming media and particularly in the management of related business communications.

-Changes in the management of production (cameras, multimedia editor ") in personnel management and human resources (evaluation by objectives, telework, coaching"), management of distribution and marketing (new marketing and advertising social networks ") as a result of new technologies.

- Is it possible to keep alive the mission of traditional media company?

Study of the conversion programs for business communication in the light of the approaches that make the World Association of Newspapers (WAN-IFRA) and the Pew Research Center in technological applications. In search of critical research issues.

-Brief description and reviews the main technologies that comprise the digital age: computer and its applications, Internet, mobile communications, TV DVB, Applications ".

Item 4: NEW PARADIGMS media (I). CONVERGENCE.

"Some companies become experimental centers in media convergence: a platform for content and information services, operating through its own structures of media companies that printed newspaper companies, which means that in the digital age, companies journalistic work either in areas such as newspaper printing, Web site management, and dissemination of content on radio, television and mobile devices.

- In fact, many newspaper companies multimedia journalists from the print edition also work for television or radio and vice versa, photographers move to digital cameras and video to capture images for various media events and, newsroom, the different media of the same brand share the same space and even manage their contents, adapted to each support.

- The brand transcends the printed media journalists to be distributed on multiple platforms. How to investigate the structures and the impact of multimedia newsroom?

"Convergence and globalization, synergies, international regulation: factors to consider in the investigation .- The technological convergence as the thread o

LEARNING ACTIVITIES AND METHODOLOGY

The axis of the course is an individual research work adjusted to the reality of media companies on a topic of choice that has to do with the materials included in the program. The progress and results of each individual work shall be made for discussion among the other students.

The development of this research will also build a permanent individual tutoring regime student and the teacher.

In class work activity is also proposed as meeting with professional training in the management of companies or media groups and / or possibly visiting some of the companies involved in the analysis.

ASSESSMENT SYSTEM

EVALUATION SYSTEM:

The maximum value (60% or more) comes from the individual work of students throughout the course which is conducting an investigation to expose, discuss and defend the final. The claim is that this work is published in a scientific journal related to the subject.

Moreover, the active participation in class and the work week is valued at around 40%.

% end-of-term-examination: 50

% of continuous assessment (assignments, laboratory, practicals...): 50

BASIC BIBLIOGRAPHY

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