Cultural industries and the media

Academic Year: (2020 / 2021) **Review date: 13-07-2020**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: ALBORNOZ ESPIÑEIRA, LUIS ALFONSO

Type: Electives ECTS Credits : 3.0

Year : Semester :

OBJECTIVES

1. Knowledge and approach to the characteristics of cultural industries (film, radio, newspapers, books, video games, etc.).

2. Ability to identify, understand and analyze the set of activities (creation, production, distribution and marketing) which contribute to the goods or cultural service production.

3. Understanding of the performance characteristics of cultural industries in contemporary society.

DESCRIPTION OF CONTENTS: PROGRAMME

- Culture and industrialization of culture

- Cultural industries: definition, market structure, generic models.

- Cultural industries in the digital era

- Funding sources

- Cultural consumption and cultural diversity

- Case studies

LEARNING ACTIVITIES AND METHODOLOGY

1. Lectures
2. Workgroups
3. Students work

ASSESSMENT SYSTEM

- Final exam: 60%
- Job / Test / Practice: 40%

Note: To pass the course the student will be required for the final examination a minimum mark of 50%.

% end-of-term-examination: 60
% of continuous assessment (assigments, laboratory, practicals...): 40

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

- Hesmondhalgh, D. The Cultural Industries, SAGE, 2013

- Napoli, P. Deconstructing the Diversity Principle, Journal of Communication, 49 (4), 7-34, 1999

- UNESCO International Flows of Selected Cultural Gods and Services, 1994-2003, UNESCO, 2005