

Academic Year: ( 2020 / 2021 )

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Department assigned to the subject: Pascual Madoz Institute of Land, Urbanism and Environment

Coordinating teacher: SERNA BILBAO, MARIA NIEVES DE LA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

Those required by the master program

**OBJECTIVES**

The development of this subject will enable the student to acquire, in addition to basic and general competences, the following competences:

- To know how to present oral and written facts, and to extract juridical consequences, in terms of the context and the target audience to which they are directed.
- To be able to know, identify, understand and use in practice the essential principles in audiovisual matters and the rules of competition.
- Develop capacity to interpret the legal, organizational and contractual framework that regulates and conditions professional activities in the area of audiovisual communication and apply those knowledge in the different areas in which they can develop their professional activity.
- To acquire the capacity to identify situations in which the fundamental rights of citizens in the audiovisual communication sectors
- Analyze, plan, evaluate and control, the risks arising from not complying with the audiovisual communication regulations and propose solutions
- To elaborate reports, opinions, formalities and administrative claims or judicial demands to develop professional activity in legal dispatches, companies or organizations, public or private in matters of audiovisual communication.
- Analyze and, where appropriate, monitor the risks arising from non-compliance with audiovisual standards.
- Identify conflicts of interest and know the techniques for their resolution, in the subjects of the master's degree and to preserve, in all cases, professional secrecy and confidentiality.
- To know how to search for means of proof, to master the techniques of each one of them for the investigation of the facts, and to evaluate the material available in the different fields of study of the masters to initiate administrative or jurisdictional procedures
- Know and be able to integrate the defense of the rights of service providers in the subjects of the master's degree before the competent public bodies and, in the judicial sphere
- To develop skills and abilities to choose the right strategy for the defense of the rights of users of telecommunications, audiovisual and information society and those affected by an incorrect use of their personal data.
- To be able to identify the requirements of provision and organization that are decisive for legal advice in the field of audiovisual communication.
- To be able to prepare basic legal writs to defend the rights of users and / or providers of the master's own sectors when sanctions are imposed, as well as identify the public bodies before whom they must present them or the corresponding judicial route.
- Interpreting, analyzing and evaluating the regulations that regulate the audiovisual sector, being able to advise general aspects and subjects related to the contents, especially, matters related to intellectual property, protection of minors and persons with disabilities.
- Ability to advise and defend the rights and obligations of producers of audiovisual content and the general public.
- Capacity of critical analysis of legal texts for their correct interpretation and, where appropriate, application in the subjects of the master's degree

To recognize the importance of communicating effectively in the context of professional activity to achieve personal and corporate goals.

Assess the development of personal and collective action, identifying successes and mistakes and arguing and proposing alternative solutions to improve processes and results.

-Manifestar A high sense of personal responsibility and correct ethical behavior.

-Apply The acquired knowledge to solve problems.

-Develop ability to interpret the legal, organizational and contractual framework and conditions governing professional activities in the area of audiovisual and applying that knowledge in different areas in which to develop their professional activity

-Be Able to understand, identify, understand and use in practice the essential principles of audiovisual.

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- Acquiring skills to analyze the various contracts for audiovisual clauses identify and propose to measure, contract modifications or alternatives presented.

- Acquire ability to solve problems in the audiovisual sector, through alternatives to the courts. Identify conflicts of interest and learn techniques for their resolution, own the master and preserve materials, in all cases, professional secrecy and confidentiality.

- Understand and be able to integrate the defense of the rights of service providers in matters of the master before the competent public bodies and in the legal field

- Developing skills and abilities for choosing the right strategy for defending the rights of users

- Acquire ability to identify situations that may be encountered particularly committed fundamental rights of citizens in the audiovisual sector, and in particular, to take preventive measures to avoid possible infringement of those rights.

- Plan, organize and conduct audits on data protection and take necessary measures to improve the detected malfunctions.

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- Being able to develop basic legal writings to defend the rights of users and / or providers in the sectors covered the master whenever sanctions are imposed, as well as public bodies to identify who should present them or the relevant courts.

- Ability of critical analysis of legal texts for correct interpretation and appropriate application in matters of the master - data protection, telecommunications, audiovisual and information society

- Interpret, analyze and assess the rules governing the audiovisual sector and can advise general aspects and issues related to content, especially matters relating to intellectual property, protection of minors and persons with disabilities

## DESCRIPTION OF CONTENTS: PROGRAMME

### IV. Personal work on audiovisual communication (3 ECTS).

The final work consists of the analysis of a specific topic with the purpose of preparing a report that must be done individually or in groups on a current topic previously assigned by the coordinating teacher of the subject of audiovisual communication.

The development of the work must be delivered in writing on the day scheduled for its exhibition. Both in the elaboration as in the exhibition in class of the work must participate all the members of the equipment that can be asked indistintamente on its content. The presentation should be brief, highlighting the main work and in particular the conclusions.

The exhibition and defense of the same becomes, in the main part of the evaluation given that through it is detected if the student knows the matter that has worked, solves with ease the problems that have been identified, can identify the regulations and Main jurisprudence that exists on the subject and if it is able to answer the questions that are plated. All this is insisted on a short time, which allows to identify the speed, handling and ease with which the material and exposure has been prepared.

## LEARNING ACTIVITIES AND METHODOLOGY

### TRAINING ACTIVITY

The students must prepare a personal work on the subject, applying all the knowledge acquired in the three previously taught subjects related to audiovisual communication, working with the regulations and jurisprudence as well as the existing doctrine and making original and critical contributions.

For this, the students will have enough time ahead with a list of topics on which they must develop the work by the teacher who will be hung in AULA GLOBAL. In all cases, they will be provided with a briefing detailing the main aspects for the correct preparation of the works. The students will also have the

support of those teachers who will teach the subjects to be developed.

## TEACHING METHODOLOGIES

The methodology that will be followed in this subject will be the following:

Students will be given a subject in sufficient time to individually or in groups to develop, always with the teacher's tutoring, a more in-depth study on the same.

Students will be sent a list of general bibliography and links to the library to consult how to prepare the work and serve as learning for the development of TFM.

Students should elaborate this work, focusing on the assigned topic and working with existing national, autonomous or local regulations, jurisprudence - national, European, etc. - and / or information on law and comparative jurisprudence. Exposition and discussion in class, under the moderation of the teacher, of the guide elaborated with questions and approaches related to the content of the exposed subject.

## TUTORIALS:

Students will have access to tutorials with the person responsible for the coordination of the subject throughout the module of Legal Regime of Audiovisual Communication

Likewise, they will meet in sessions with the coordinator of the subject to solve the doubts and delimit the content of the work, bibliography, objectives, etc ...

With the tutoring is intended to organize the teaching and learning processes that is based on the interaction between the student and the teacher for the purpose of:

- (I) Orient the autonomous and group work of the students
- (li) To deepen in different aspects of the matter
- (lii) Orient the academic and integral education of the student

## ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	100
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	0

The mission of the evaluation is to determine the degree of compliance with the programmed objectives. In this sense, it is necessary to indicate that this subject has been designed so that the student can demonstrate the knowledge and experience acquired in the subject.

From this consideration, it is necessary to emphasize that the final qualification of the student in this matter has the purpose of verifying the practical skill in front of a subject or problem raised, in terms of its resolution, adopted proposals, analysis made, final conclusions exposed and management of regulations, jurisprudence, doctrine, etc. existing on the subject.

It is valued in a particular way, the exhibition, defense and defense of the work and the questions posed, resolution of doubts, etc. In this case, you are given a short period of time to specify your topic, conclusions and solutions provided. Likewise, the exhibition is valued, management of regulations, jurisprudence, doctrine, vocabulary, speed and dexterity in the answer to the questions formulated and synthesis and exposition of the ideas proposed.

Based on this consideration, it should be noted that the final grade of the students is based on a continuous assessment in which the work developed over time, the acquired maturity and the skills demonstrated when coping are evaluated. the realization, exhibition and defense of a specific topic.

The evaluation system of the subject combines the following activities and percentages:

- (i) Content of the work and ways of approaching the development approach
- (ii) Knowledge both individually and in groups demonstrated in the development of the work, in particular the application of the main concepts developed.
- (iii) Delivery of the works in time, originality of the same, content, materials used, defense and vocabulary as well as the skill in the way to face the questions and questions raised in the shortest possible time.
- (iv) Active participation in defense sessions and exposition of theoretical-practical topics such as comments, notes, questions, contributions, etc.
- (v) Assistance to the module. The students are required to attend all the classes corresponding to the module. In case they exceed the limits set in one or more of the subjects of this module, they can not be examined in the ordinary call and they will have to present the specific work in the extraordinary call.

## BASIC BIBLIOGRAPHY

- Boix Palop, Andre¿s; Vidal Beltra¿n, Jose¿ Mari¿a La nueva regulacio¿n del audiovisual: medios, derechos y libertades, edit. Estudios, 2014

- Coord. Carmen Chinchilla-Miguel Azpitarte ESTUDIOS SOBRE LA LEY GENERAL DE LA COMUNICACIÓN AUDIOVISUAL, edit Thomson Reuters, 2011
- Director Santiago Muñoz Machado DERECHO DE LA REGULACIÓN ECONÓMICA, Tomo V AUDIOVISUAL, edit. IUSTEL, 2011
- GUICHOT REINA, E. (coord..) Derecho de la comunicación , Ed. Iustel, 2011
- LINDE PANIAGUA LINDE PANIAGUA: DERECHO AUDIOVISUAL, edit. Colex, 2011
- Troncoso Reigada A (direc) Comentarios a la Ley 19/2013, de 9 de diciembre, de Transparencia, acceso a la información y buen gobierno, edit. Thomson, 2017
- Valero Torrijos, J y Fernández Salmerón (coord.) Valero Torrijos, J y Fernández Sa Régimen jurídico de la transparencia del sector público: del Derecho de acceso a la reutilización de la información, edit. Aranzadi, 2014

#### ADDITIONAL BIBLIOGRAPHY

- Belando Garín, Beatriz; Montiel Roig, Gonzalo Contenidos y mercado en la regulación de la comunicación audiovisual, edit Editorial Tirant lo Blanch, 2011
- García Castillejo, A Régimen jurídico y Mercado de la Televisión en abierto en España, edit. UOC, 2012, edit. UOC, 2012
- García Castillejo, A Régimen jurídico y Mercado de la Televisión de pago en España, edit. UOC, 2012, edit. UOC, 2012
- Martínez Otero, Juan María, La protección de los menores en la política audiovisual de la Unión Europea : un objetivo prioritario, Revista de Derecho Político nº 84, mayo-agosto 2012, pp 493-528.
- Santiago Muñoz Machado Derecho europeo del audiovisual, edit Escuela libre, 2 volúmenes, 2007

#### BASIC ELECTRONIC RESOURCES

- GARCIA CASTILLEJO A . "Concentración de medios y libertad de expresión: Normas globales y consecuencias para las Américas": <http://unesdoc.unesco.org/images/0024/002480/248091S.pdf>