

Structure of the media system

Academic Year: (2020 / 2021)

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Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: GARCIA SANTAMARIA, JOSE VICENTE

Type: Basic Core ECTS Credits : 6.0

Year : 1 Semester : 2

Branch of knowledge: Social Sciences and Law

OBJECTIVES

The student will gain knowledge on:

1. The main characteristics of the media system, composed of large multi-purpose media groups in a global context, and the impact exerted by the economy upon news reporting.
2. The influence of economic, social and political systems over the information processes and journalists' work.
3. The new roles of journalists and their integration into the media corporate context.
4. Criteria to evaluate and create quality information in the new global environment.

DESCRIPTION OF CONTENTS: PROGRAMME

1. The media system . The main concepts: pluralism , diversity, economy average.
2. Cultural industries in Spain . The audiovisual industry (film and TV) , newspaper , radio and the Internet.
3. The current state of journalism in Spain . Business models and financing of social media : book clubs and crowdfunding .
- 4 . The television market. The reform of the TDT. The television duopoly of Mediaset Atresmedia and Spain . RTVE to guarantee public service . The market for pay television.
5. Communication groups in Spain . Concentration and pluralism . Financialization and crisis average. Study of the main media groups : Planeta , Vocento, Unidad Editorial, Mediaset and Mediapro .
6. Struggle for content. telecommunications companies take over the major media . The return of Telefónica Movistar TV . The alternative of Vodafone with ONO. The dispute in the main Premium content : sports rights and televisions . Output volume deals and deals .

PART TWO

1. European media system . Main features . Case study: Kirch and failure of Canal + France and removals by Vivendi . Paradigms of Success: Bertelsmann and BSkyB .
2. Structure in the age of digital media . " Desconvergencia " global industries average . The first integration of networks and content : a study of the merger of AOL -Time Warner. Absorption of NBC Universal by Comcast Cable Company .
- 3 The role of traditional media groups . Disney , Time Warner , Viacom and News Corp. The launch of Hulu.
- 4 . The intersection of Internet companies , telecommunications and content companies . The dispute over the VoD . Case Study : Large online video stores : Netflix. The global dominance of contents: buying Direct TV AT & T.
- 5 The threat of Internet companies : Apple, Google and Amazon . The creation and distribution of content. Globalization and creating barriers to entry for new market entrants . The end of the big media conglomerates of the past?

LEARNING ACTIVITIES AND METHODOLOGY

A combination of theory (3ECTS) and case studies (3ECTS) sessions.

The former will focus on lectures and conceptual work carried out by students, promoting collaborative work among them through the new possibilities that digital formats offer.

The activities that complement the theory part of each session include:

1. Case studies and in-group analysis, with classroom presentations or written homework.
2. Textual analysis and discussion about the quality of journalism in the Spanish and overseas media. Students will analyze and assess main Spanish and international newspapers, following a set of criteria as empirical as possible. Students will work individually and in small groups and will share their findings with the rest of students.
3. Readings. To complete continuous evaluation, students will read a series of articles, excerpts or books from the provided bibliography, related to the lectures' topics. Each reading will involve an exercise or textual analysis that will be taken into account for the final exam. Those readings will be compulsory, but not the assignments attached to them.

ASSESSMENT SYSTEM

40 percent of the final grade will derive its score on exercises and developed over the course practical work, in accordance with the stated methodology: experiences and case studies, readings and comments, along with analysis and regular discussion on the cases referred to the subject.

The remaining 60 percent derived from the student's participation in the pursuit of the subject and the two conceptual tests or the final exam. In any case, to pass the course, students must obtain at least a 4 on the theoretical rating.

Mastering the rules of the English language could be a requirement to pass the course (language correction: punctuation, accentuation, grammatical and lexical precision correction).

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

BASIC BIBLIOGRAPHY

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