

Media Landscape

Academic Year: (2020 / 2021)

Review date: 13-07-2020

Department assigned to the subject: Department of Communication and Media Studies

Coordinating teacher: ALBORNOZ ESPÍÑEIRA, LUIS ALFONSO

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

1. Basic general knowledge about the audiovisual system function (main contents, main authors, class readings).
2. Ability to apply theoretical and critical analysis to media institutions (main ideas and concepts comprehension, personal analysis and its communication by the student).
3. Understanding of the problems and questions aroused by the media landscape.

DESCRIPTION OF CONTENTS: PROGRAMME

COURSE OBJECTIVES

This course is designed to give students an understanding of the larger industrial and governmental regimes that regulate and in other ways shape the audiovisual media that we consume, focusing on two media in particular: film and television. As such, it is a course dedicated to understanding the concepts of political economy, with a central assumption of the class and indeed the field as a whole being that a vital aspect of media literacy is understanding the relationships that exist between power (economic and political) and the audiovisual media we end up watching. Though such forces have been incredibly important to the historical development of the media, this course will be more focused on the contemporary period and possible future directions in the continuing evolution of the audiovisual industries.

By the end of the course, students should be able to:

1. Demonstrate an advanced understanding of how films and televisual content are financed and how they circulate in global, continental and national contexts.
2. Identify and critically analyze the key institutional bodies ¿ such as governmental organizations and for-profit corporations ¿ that collectively make up, and thereby wield great influence over, the global film and television industries.
3. Demonstrate knowledge of the central debates of the political economy of contemporary screen media. These include:
 - ¿ The ongoing liberalization of the global media industries;
 - ¿ The role of the state and various intergovernmental bodies in regulating these industries;
 - ¿ The increasing disruption of the traditional screen industries by internet-based companies such as Netflix, Amazon and Apple;
 - ¿ The agency of media producers and audiences in the midst of such vast industries.

COURSE OUTLINE

Week 1: Course Orientation.

Week 2: Global Hollywood and/vs. ¿ Independent ¿ Structures.

Week 3: The Contemporary European Film Industries.

Week 4: The Spanish Film Industry.

Week 5: Film Industries in Asia, Africa and Latin America.

Week 6: The Impact of Digital Technologies on Film Production and Circulation.

Week 7: Midterm Exam ¿ Global Media Giants and the Television Industry.

Week 8: : European Television and the Public Service Monopoly/Duopoly Tradition.

Week 9: Deregulation in Europe; Cable and Satellite in the USA.

Week 10: Contemporary European Television Trends.

Week 11: Guest Lecture.

Week 12: Media Convergences in the 2000s.

Week 13: Digital Technologies and the Future of ¿ Television ¿.

Week 14: Course Revision.

Final Exam.

LEARNING ACTIVITIES AND METHODOLOGY

- Master classes

The audiovisual system Audiovisual agents and impact of new information and communication technologies in the audiovisual system. Competence 1 (1.5 ECTS).

- Practical classes

Explanation and debates about the key concepts related to the subject. Collective discussions about written and audiovisual materials. Follow up on the news that affects the different agents of the audiovisual. Competence 2 (1 ECTS).

- Student work

Tutorial study of theoretical-practical contents and teaching materials. Competences 1, 2 and 3 (1.5 ECTS).

Exercises based on the selection, analysis and comment of news related to the news of the agents of the audiovisual system. Competence 3 (2 ECTS).

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 (assignments, laboratory, practicals...): 40.

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40

BASIC BIBLIOGRAPHY

- Balio, T. Hollywood in the New Millennium, London: Palgrave Macmillan, 2013

- Bondebjerg, I. et al. Transnational European Television Drama: Production, Genres and Audiences, London: Palgrave Macmillan, 2017

- Brannon Donoghue, C. Localising Hollywood, London: Palgrave BFI, 2017

- Iosifidis, P., J. Steemers and M. Wheeler European Television Industries, London: BFI, 2005

- Jackel, A. European Film Industries, London: BFI, 2003

- Lotz, A. The Television will be Revolutionized (2nd edition), New York: NYU Press, 2014

- McDonald, K. and D. Smith-Rowsey (eds.) The Netflix Effect: Technology and Entertainment in the 21st Century, London/New York: Bloomsbury, 2016

- Tryon, C. On Demand Culture: Digital Delivery and the Future of Movies, New Brunswick: Rutgers University Press, 2013

- Ulin, J. The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World, New York: Focal Press, 2014

BASIC ELECTRONIC RESOURCES

- Comisión Federal de Comunicaciones (EEUU) . Federal Communications Commission (USA): <http://www.fcc.gov>

- Diversidad audiovisual (grupo de investigación, UC3M) . Audio-visual Diversity (research group, UC3M): <http://diversidadaudiovisual.org>

- Europa creativa (Comisión Europea) . Creative Europe (European Commission): http://ec.europa.eu/programmes/creative-europe/node_en

- Independent Film and Television Alliance (IFTA) . . : <http://www.ifta-online.org>

- Motion Picture Association of America (MPAA) . . : <http://www.mpa.org>

- Observatorio Europeo del Audiovisual . European Audiovisual Observatory: <http://www.obs.coe.int>

- Programa IBERMEDIA . IBERMEDIA Program: <http://www.programaibermedia.com>

- The Museum of Broadcast Communications . (MBC): <http://www.museum.tv>

- UNESCO . Diversidad de las expresiones culturales / Diversity of Cultural Expressions: <http://en.unesco.org/creativity/convention/about>