

Academic Year: ( 2021 / 2022 )

Review date: 10-06-2021

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 pursues the objective that the students:

- Develop the ability to interpret the legal, organizational and contractual framework that regulates and conditions professional activities in the area of audiovisual communication
- Acquire the ability to identify situations in which fundamental rights of citizens can be found to be particularly compromised in the content generated in audiovisual communication
- Study basic aspects related to the development of audiovisual content, regulations, jurisprudence, intellectual property and exclusive contracting of content, among others.
- Know the crimes that are classified and the civil responsibilities that exist in the audiovisual world
- Know how to draft and analyze specific contracts in the audiovisual sector
- Identify the Registries that exist, functions and purposes
- Know the television formats, implications, responsibilities, etc.
- Identify conflicts of interest and know the techniques for their resolution, in the subjects of the master's degree and preserve, in all cases, professional secrecy and confidentiality.
- To know how to find means of proof, master the techniques of each of them for the investigation of the facts, and assess the material available in the different areas of study of the master to initiate administrative or jurisdictional procedures
- Know and be able to integrate the defense of the rights of service providers in audiovisual matters
- Interpret, analyze and assess the regulations that regulate the audiovisual sector, being able to advise general aspects and issues related to content, especially, matters related to intellectual property, protection of minors and people with disabilities.
- Ability to critically analyze legal texts for their correct interpretation and, where appropriate, application in audiovisual matters
- Acquire skills to analyze the different contracts that deal with matters of audiovisual communication, identify standard clauses and propose, as appropriate, modifications or alternatives to the contract presented.

**DESCRIPTION OF CONTENTS: PROGRAMME**

III. Regulation of the contents of audiovisual communication (3 ECTS).

- 1 Audiovisual content regime
2. Intellectual property in the audiovisual market
3. The Regime of obligations and responsibilities for broadcast audiovisual content
4. Judicial and extrajudicial protection of audiovisual works
5. The contracting and distribution of the audiovisual work

**LEARNING ACTIVITIES AND METHODOLOGY****FORMATION ACTIVITIES**

Theoretical-practical classes.

Search for training materials, such as jurisprudence, resolutions, etc. and comprehension and exposition works

Individual or group work of the student, presentation, defense, etc.

It is important that students participate actively in the sessions. Being a master in person, attendance at the classes will be essential to qualify the student. The attendance determined in the regulation of the Master and in GLOBAL AULA must be met to be evaluated.

## TEACHING METHODOLOGIES

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

Exhibitions in class of the different professors with support of computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

Critical reading of texts recommended by the professor of the subject: Press articles, reports, resolutions, manuals and / or academic articles, either for further discussion in class, or to expand and consolidate the knowledge of the subject

Resolution of practical cases, problems, etc. raised by the teacher individually or in groups

Exhibition and discussion in class, under the teacher's moderation, of topics related to the content of the subject, such as jurisprudence, legislation, resolutions, etc.

Preparation of papers and reports individually or in groups, with information search by the student

## TUTORIALS:

Students will have access to tutorials with the person responsible for the coordination of the subject.

The purpose of tutoring is to organize the teaching and learning processes based on the interaction between the student and the teacher with the purpose of:

- (i) Direct the students' autonomous and group work
- (ii) Deepen in different aspects of the subject
- (iii) Guide the academic and integral formation of the student.

## ASSESSMENT SYSTEM

The mission of the evaluation is to determine the degree of compliance with the programmed objectives. In this regard, it should be noted that the Master in Telecommunications Law, Data Protection, Audiovisual and Information Society is a program that is taught face-to-face, as it is considered essential the student's assistance to access and understand the knowledge and experiences transmitted by the different professors that participate in the master's degree that have an important professional and academic trajectory in the developed subject.

From this consideration, it is necessary to emphasize that the final qualification of the students that seeks to value the knowledge acquired through the evaluation system of the subject that combines the following activities and percentages:

- (i) Final Exam (50%). There will be a test test of individual knowledge, related to the main concepts developed during the sessions, with questions prepared by the different teachers who have taught the sessions.
- (ii) Completion of individual activities or works during the development of the subject (50%): Various activities will be considered, such as the resolution of practical cases; search for different documentation indicated in advance and worked; exhibition and defense of the materials worked; reading of the bibliography and summary of its exhibition.

Students are required to attend all the theoretical and practical classes that have been scheduled. They may only absent themselves, without justified reason, to a maximum of 15 percent of the class attendance hours (not sessions or days) in each subject. In case of excused absences, the total maximum will be 25 percent. If the student incurs a lack of attendance higher than those indicated, he will be qualified with a "0" in the continuous evaluation. Likewise, absences below these percentages may be taken into account when modulating the continuous assessment grade, especially if it includes a participation grade.

In the extraordinary evaluation the final exam will count 60% and the evaluation will continue 40%.

Students who do not take the final exam, either in the ordinary or extraordinary session, will be classified as not submitted.

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| <b>% end-of-term-examination:</b>   | 50 |
| <b>% of continuous assessment (assignments, laboratory, practicals...):</b> | 50 |

## BASIC BIBLIOGRAPHY

- Alonso Plama A. Propiedad intelectual y Derecho audiovisual, edit. Centro de Estudios Fincieros, 2015
- Coord. Carmen Chinchilla-Miguel Azpitarte ESTUDIOS SOBRE LA LEY GENERAL DE LA COMUNICACIÓN AUDIOVISUAL,, edit Thomson Reuters, 2011
- Coord. Xavier O'Callaghan Los Derechos de propiedad intelectual en la obra audiovisual, edit. Dykybson, 2011 ISBN:9788499821023
- Fayos Gardó, A (coordi) La propiedad intelectual en la era digital; edit. Dykinson, edit. Dykinson, 2016

- LINDE PANIAGUA y otros DERECHO AUDIOVISUAL,, dit. Colex,, 2013
- Ramos Herranz, Isabel La publicidad en el sector audiovisual, edit. Aranzadi, 2015; Pamplona. España ISBN:9788490987643
- Souvirón Morenilla, José María Coordinador: Retos actuales del audiovisual, edit. U. Málaga. , 2015 ISBN:9788497478939
- VVAA DIRECCION MUÑOZ MACHADO DERECHO DE LA REGULACIÓN ECONÓMICA, Tomo V AUDIOVISUAL, 2011, edit. IUSTEL, IUSTEL, 2011

#### ADDITIONAL BIBLIOGRAPHY

- Ana Azurmendi Adarraga Derecho de la comunicación, Bosch , 2011
- Mª Pilar Cousido González (dir.) Medios de comunicación, mensajes y derecho a la información, Colex, 2011
- Tubella, I, Tabernero, C. Dwver, V Internet y televisión: la guerra de las pantallas, edt. Ariel, Barcelona, 2008

#### BASIC ELECTRONIC RESOURCES

- ANDALUCIA . CONSEJO AUDIOVISUAL DE ANDALUCIA: <http://www.consejoaudiovisualdeandalucia.es/>
- ASOCIACIÓN DE USUARIOS DE LA COMUNICACION . AUC: <http://www.auc.es>
- CATALUÑA . CONSEJO AUDIOVISUAL DE CATALUÑA: <https://www.cac.cat/>
- CNMC . COMISION NACIONAL DE LOS MERCADOS Y LA COMPETENCIA: <http://www.cnmc.es/>
- EUROPA . SERVICIOS AUDIOVISUALES: <http://ec.europa.eu/avservices/>
- 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>