

Academic Year: ( 2024 / 2025 )

Review date: 04-06-2021

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: GIL VÁZQUEZ, ASIER

Type: Electives ECTS Credits : 3.0

Year : 1 Semester :

## OBJECTIVES

This subject is designed for the in-depth study of new trends in the media studies in a context of technological transformations and continuous growth of audiovisual media offer. The subject aims to identify the main lines of transformation of the media and aims to bring students closer to the new realities in the field, with special attention to social, political and economic but also aesthetic and cultural values.

## DESCRIPTION OF CONTENTS: PROGRAMME

This course aims to present some of the main trends at work in the cultural industries and especially in the audiovisual sector. These activities are in perpetual transformation and even in crisis.

In recent decades, the changes in these activities have been linked to economic and political phenomena which unfold both at a transnational level and at the national and sub-national level. Among these phenomena can be mentioned in particular, since the 1980s, sectoral and trade liberalization and financial liberalization. These movements have been key factors in the transnationalization of cultural industries. From the 1970s and 1980s, technical phenomena were also at work, with the deployment of Information and Communication Technologies (ICT), which were designated by the term digital from the 2000s. The rise, in the 2010s, of platforms, algorithms and Big data, are among the most recent and important manifestations of the deployment of digital technology.

The course, anchored in the critical perspective of the political economy of communication, will study the various socio-economic and socio-political dimensions of these movements.

## ASSESSMENT SYSTEM

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

Attendance is compulsory and assigned readings must be prepared for class discussion.

Evaluation form:

- 30% Class participation
- 30% Intermediate essay (The students will select a case study and present a project -in 4-5 pages- that will serve as the basis for their final work)
- 40% Final essay (15-18 pages on a topic selected jointly by the teacher and each student. It will be necessary to build a problematic based on scientific work)

## BASIC BIBLIOGRAPHY

- Athique, A. Parthasarathi, V. & Srinivas, S.V. (eds.) The Indian Media Economy, Vol. 1: Industrial Dynamics and Cultural Adaptation, London: Oxford University, 2018

- Athique, A. Parthasarathi, V. & Srinivas, S.V. (eds.) The Indian Media Economy, Vol. 2: Market Dynamics and Social Transactions, London: Oxford University, 2018

- Birkinbine B., Gomez R., Wasko, J. Global Media Giants, New York: Routledge., 2016
- Caves, R. Creative Industries: Contracts Between Art and Commerce, Harvard Univ Pr, Cambridge., 2002
- Evens, T. & Donders, K. Platform Power and Policy in Transforming Television Markets, London: Palgrave Macmillan, 2018
- Hesmondhalgh, D. Cultural Industries, Sage: London, 2018
- Noam, E. (ed.) Who Owns the World's Media. , London: Oxford University, 2016
- Srnicek N. Platform Capitalism, Londres: Polity, 2016