

## Media Landscape

Academic Year: ( 2024 / 2025 )

Review date: 13-10-2023

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: ALBORNOZ ESPÍÑEIRA, LUIS ALFONSO

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

## OBJECTIVES

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

- Structures and systems of production, distribution, commercialisation and consumption of audiovisual products.
- Organisation of the audiovisual system according to economic, political and social parameters.
- Audiovisual policies at national and international level.
- Socio-communicative reality in the Spanish context.

## LEARNING ACTIVITIES AND METHODOLOGY

## - Theoretical classes:

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

## - Practical classes:

Explanation and debates on the key concepts related to the subject. Group discussions on written and audiovisual materials. Monitoring of current news affecting the different agents in the audiovisual sector. Competence 2 (1 ECTS).

## - Student work:

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

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

## ASSESSMENT SYSTEM

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

\* Final written exam: 60% of the final mark.

Basic criteria for the evaluation of the exams:

- Primary: the answers in the exam must respond to the question posed.
- Clarity of exposition. Clear construction of the argument.
- Examples to support the arguments put forward.

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

- Reference to documentation (books, reports, interviews, websites) and authors covered in the course.
- Use and explanations of key concepts  
otions addressed throughout the subject.
- Avoid serious or very serious conceptual and historical errors (these can invalidate the answer).
- Written expression: avoid spelling and grammatical errors.

\* Continuous assessment: 40% of the final mark.

Continuous assessment is broken down as follows: 50% assessment test in the middle of the course, 25% completion of weekly practical work and 25% active and well-founded participation of the student throughout the course.

Note: in order to pass the course, students must obtain a minimum mark equivalent to 50% of the total mark in the final exam.

Percentage of the Final Examination: 60

Percentage of the Continuous Assessment: 40

#### BASIC BIBLIOGRAPHY

- Beck, A. (ed.) Cultural Work. Understanding the cultural industries, Routledge: London, 2003
- Hesmondhalgh, D. The Cultural Industries, Sage: London, 2013
- Hirsch,P.M. Cultural Industries Revisited, Organization Science Journal (10.1287/orsc.11.3.356.12498), 2000
- McDonald, P. & Wasko, J. The Contemporary Hollywood Film Industry, Blackwell Publishing, 2008
- Power, D. and Scott, A. (Ed.) Cultural industries and the production of culture, Routledge: London, 2004