

Academic Year: ( 2024 / 2025 )

Review date: 27-01-2025

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: ALBORNOZ ESPÍNEIRA, LUIS ALFONSO

Type: Electives ECTS Credits : 3.0

Year : Semester :

## OBJECTIVES

1. Knowledge and approach to the characteristics of cultural industries (film, radio, newspapers, books, video games, etc.).
2. Ability to identify, understand and analyze the set of activities (creation, production, distribution and marketing) which contribute to the goods or cultural service production.
3. Understanding of the performance characteristics of cultural industries in contemporary society.

## DESCRIPTION OF CONTENTS: PROGRAMME

- Culture and industrialization of culture.
- Cultural industries: definition, market structure, generic models.
- Cultural industries in the digital era.
- Funding sources.
- Cultural consumption and cultural diversity.
- Case studies.

## LEARNING ACTIVITIES AND METHODOLOGY

1. Lectures
2. Workgroups
3. Students work

## ASSESSMENT SYSTEM

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

The use of Generative AI is selectively allowed in the evaluable activities of the course.

The use of Generative AI is allowed in certain tasks in this subject.

It is the student's responsibility to be aware of these specific permissions.

If the use of AI by the student gives rise to academic fraud by falsifying the results of an exam or paper required to accredit academic performance, the provisions of the Regulations of the Universidad Carlos

**% end-of-term-examination:** 60

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

III de Madrid for the partial development of Law 3/2022, of February 24, on university coexistence will be applied.

#### BASIC BIBLIOGRAPHY

- Hesmondhalgh, D. The Cultural Industries, SAGE, 2013
- Napoli, P. Deconstructing the Diversity Principle, Journal of Communication, 49 (4), 7-34, 1999
- UNESCO International Flows of Selected Cultural Goods and Services, 1994-2003, UNESCO, 2005