



<b>DENOMINACIÓN ASIGNATURA: ESTRUCTURA DEL SISTEMA AUDIOVISUAL</b>			
<b>GRADO:</b>	<b>COMUNICACIÓN AUDIOVISUAL   DOBLE GRADO EN PERIODISMO Y COMUNICACIÓN AUDIOVISUAL</b>	<b>CURSO: 3º   4º</b>	<b>CUATRIMESTRE: 2º</b>

<b>CRONOGRAMA DE LA ASIGNATURA</b>						
SE- MA- NA	SE- SIÓN	DESCRIPCIÓN DEL CONTENIDO DE LA SESIÓN	Indicar espacio necesario distinto aula (aula inform, audiovisual etc..)	TRABAJO DEL ALUMNO DURANTE LA SEMANA		
				DESCRIPCIÓN	HORAS PRESENCIALES	HORAS TRABAJO Semana Máximo 7 H
1	1	Introduction		Reading selected bibliography / practical exercise.	2	7
2	2	Film industry features (I)		Reading selected bibliography / practical exercise.	2	7
3	3	Film industry features (II)		Reading selected bibliography / practical exercise.	2	7
4	4	Audiovisual diversity and pluralism (I)		Reading selected bibliography / practical exercise.	2	7
5	5	Audiovisual diversity and pluralism (II)		Reading selected bibliography / practical exercise.	2	7
6	6	The Spanish film market		Reading selected bibliography / practical exercise.	2	7
7	7	Television industry features (I)		Reading selected bibliography / practical exercise.	2	7
8	8	Television industry features (II)		Reading selected bibliography / practical exercise.	2	7
9	9	Advertising TV in USA		Reading selected bibliography / practical exercise.	2	7
10	10	Public TV service in Europe		Reading selected bibliography / practical exercise.	2	7
11	11	Television industry changes		Reading selected bibliography / practical exercise.	2	7
12	12	Pay TV emergence		Reading selected bibliography / practical exercise.	2	7
13	13	Digital Terrestrial TV		Reading selected bibliography / practical exercise.	2	7
14	14	Conclusions		Reading selected bibliography / practical exercise.	2	7
<b>SUBTOTAL</b>					<b>126</b>	
15		Recuperaciones, tutorías, entrega de trabajos, etc			6	
16-18		Preparación de evaluación y evaluación			18	
<b>TOTAL</b>					<b>150</b>	