



DENOMINACIÓN ASIGNATURA: MEDIA LANDSCAPE

GRADO: AUDIOVISUAL COMMUNICATION | DOBLE GRADO EN PERIODISMO Y COMUNICACIÓN AUDIOVISUAL

COURSE: 3º | 4º

QUARTER: 2º

CRONOGRAMA DE LA ASIGNATURA

WEEK	SESSION	DESCRIPTION OF THE SESSION CONTENT	Indicate necessary space other than the regular classroom (computer classroom, audiovisual etc.)	WORK OF THE STUDENT DURING THE WEEK		
				DESCRIPTION	PRESENTIAL HOURS	WORK HOURS Maximum per week 7 H
1	1	Course Orientation Explanation of course outline, plans for the semester; lecture on studying media industries and the basics economics of film production.		Assigned Reading. Preparation of assignment listing all the companies involved in making a film.	3	6
2	2	Global Hollywood and/vs. "Independent" Structures Hollywood's global dominance and business/creative practices; Non-studio Production and distribution.		Assigned Reading; practical preparation.	3	6
3	3	The Contemporary European Film Industries Industrial structures in various European states; role of national and regional policies therein; television companies and film production in Europe.		Assigned Reading; Approximately half of students will prepare debate points for understanding why Hollywood is so dominant globally.	3	6
4	4	The Spanish Film Industry The current state of production and audience reception of Spanish films; the state's role in shaping the industry; Hollywood's presence in Spain.		Assigned Reading; approximately half of students will prepare debates points concerning challenges and benefits of European film producers.	3	6
5	5	Film Industries in Asia, Africa and Latin America Salient characteristics of Japanese, Chinese, Indian and sub-Saharan African national industries; Industrial and policy landscape of Latin American cinema.		Assigned Reading; Practical preparation.	3	6
6	6	The Impact of Digital Technologies on Film Industries Streaming services and changes to film consumption; Growth in film production due to digital technologies; Diversity in the digital age.		Assigned Reading; Practical preparation.	3	6
7	7	Global Giants and the Television Industry The basic economic characteristics of the television industries; Media conglomerates and television production and distribution.		Assigned Reading; Practical preparation.	3	6
8	8	European Television and the Public Service Monopoly/Duopoly Tradition		Assigned Reading; Practical preparation.	3	6

		The idea of public service in television; histories of European PSB monopolies; histories of the introduction of private broadcasters in Europe.				
9	9	Deregulation in Europe; Cable and Satellite Proliferation in US and Europe Changes in the landscapes of American and European television: pay-television, satellite and general neo-liberalization of the industry.		Assigned Reading; Practical preparation.	3	6
10	10	Contemporary Trends in European Television Fragmentation of television audiences; growth of internet-based services.		Assigned Reading; Practical preparation.	3	6
11	11	Media in Poland Before and After the 1989 Revolution Case study of changes in the media landscape of a single Eastern European country.		Assigned Reading; Practical preparation.	3	6
12	12	Media Convergence in the 2000s Blurring boundaries between film and television; growth of 'quality' television; the rise of the YouTube generation of video content.		Assigned Reading; Practical preparation.	3	6
13	13	Digital Technologies and the Future of the Media Industries Post-Fordist viewing practices; digital piracy; on demand challenges and opportunities for traditional television industry.		Assigned Reading; Practical preparation.	3	6
14	14	Conclusions and Course Revision			3	6
SUBTOTAL					126	
15		Recoveries, tutorials, delivery of works, etcetera.			6	
16-18		Preparation of the final evaluation, and evaluation.			18	
TOTAL					150	