



Universitat de Lleida

DEGREE CURRICULUM
**STRUCTURE OF
COMMUNICATION AND
INFORMATION**

Coordination: BERGÉS SAURA, LAURA

Academic year 2020-21

Subject's general information

Subject name	STRUCTURE OF COMMUNICATION AND INFORMATION			
Code	101968			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	2	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	3		3
	Number of groups	2		2
Coordination	BERGÉS SAURA, LAURA			
Department	CATALAN STUDIES AND COMMUNICATION			
Important information on data processing	Consult this link for more information.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
BERGÉS SAURA, LAURA	laura.berges@udl.cat	12	

Subject's extra information

All the planning in this document can be modified for health reasons.

Learning objectives

Who is who in the media system? How are local, national and international actors interacting? What are the dynamics that mark the evolution of these communication systems? How do they relate to the field of politics, economics or technology? What communication policies are being implemented?

These are some of the questions that are addressed in the subject of Structure of Communication and Information, combining an approximation to the main concepts and theories that have dealt with this topic, with the analysis and debate of the current situation of the Catalan, Spanish, European and global media systems.

Competences

In this subject we are working the following competences:

Basic

CB5. Know how to develop those learning skills necessary to undertake further studies with a high degree of autonomy

General

CG2. Develop the capacity for organization and planning.

CG3. Apply theoretical knowledge in practical activity.

CG5. Develop the capacity of information management.

Specific

CE5. Identify and analyze the structure of the media system and industrial and business phenomena in this field.

CE6. Develop an adequate knowledge of communication policies and legislation.

CE7. Identify and apply ethical and deontological bases into the media activities.

Transversal

CT4. Acquire basic knowledge of entrepreneurship and professional environments.

Subject contents

Unit 1: Introduction

- The communication system in society: why the structure of communication and information matters
- Boundaries and agents of the communication and information system
- The context: external factors conditioning the communication and information system
- Analysis Perspectives

Unit 2: Civil society in the communication and information system

- Citizenship, audiences, consumers, users, prosumers, creators
- Media consumption
- Interactivity and content generated by users

- The non-for-profit sector
- Challenges and conflicts

Unit 3: Communication and information industries

- Activities in the information and communication industry
- Transformations of the information and communication business
- The global information and communication system: the big global agents
- Spanish and Catalan communication industry
- Challenges and conflicts

Unit 4: Communication policies

- Concept and evolution: domains and regulatory bodies
- Regulation of communication channels
- Public service broadcasting: public service models; the public service in Catalonia and Spain
- Aids to the private sector and other policies
- Challenges and conflicts

Methodology

The methodology is based on the **flipped classroom**, complemented by some master sessions, readings and seminars, and the use of the various communication tools on the virtual campus:

Flipped classroom: from instructions provided by the teacher, students perform outside-class learning work, exploring the material provided in the lessons on the virtual campus. This work is then shared in videoconference sessions, with small group and large group work to provide feedback from the teacher and classmates. The Virtual Campus Lesson Tool is used to expose the contents of each Unit and the resources and activities to be used to develop the various sections. Students will also have task reminders to develop weekly through the Warnings tool. Several small-group and large-group activities will be performed at conference video sessions to share learning outcomes, resolve doubts, and give feedback. Doubts can also be expressed at the Doubts Forum of Virtual Campus, where students can share and resolve the doubts that will arise from their autonomous work, and which the teacher collects to resolve during classes and also via forum.

Master sessions: Some complementary content exposure sessions by the teacher.

Seminar: Working sessions in small groups investigating a topic through dialogue and discussion, to delve into monographic topics based on information provided earlier by the teacher. These activities are based on information search and analysis, case analysis and reading comment. More specifically, in theme 1 there is a reading comment session; in theme 2 a search and information analysis activity is planned to learn the main sources of information about the use of media and the characteristics of media consumption in Catalonia and Spain. In theme 3, a case-based analysis activity is programmed focused on communication companies. In unit 4 there it is planned an activity for a search and analysis of European communication policies.

Conferences: Lectures of professionals and academics that develop some topic of the subject.

Group work: Learning activity through collaboration between group members. A small research project will be developed which will deepen some aspects of the subject. Throughout the course, added to the autonomous work, there will be tutorial sessions and class activities to develop the project.

Readings: Individual work of students for the preparation of the subject.

Information on data protection in the audiovisual register in the subject STRUCTURE OF INFORMATION AND COMMUNICATION

In accordance with current regulations on the protection of personal data, we inform you that:

- The organisation responsible for the recording and use of the image and voice is the University of Lleida -UdL- (contact details of the representative: General Secretariat. Plaza Víctor Siurana, 1, 25003 Lleida; sg@udl.cat;

contact details of the data protection officer: dpd@udl.cat).

- The recorded images and voices shall be used exclusively for teaching purposes.
- The recorded images and voices shall be saved and preserved until the end of the current academic year, and shall be destroyed in accordance with the terms and conditions specified in the regulations on the preservation and disposal of administrative documents of the UdL, and the documentary evaluation tables approved by the Generalitat de Catalunya (<http://www.udl.cat/ca/serveis/arxiu/>).
- The voices and images are considered necessary to teach this subject, and teaching is a right and a duty of the teaching staff of the Universities, which they must exercise under academic freedom, as provided for in article 33.2 of the Organic Law of Universities (Ley Orgánica de Universidades) 6/2001, of December 21. For this reason, the UdL does not need the consent of the students to register their voices and images with the sole and exclusive purpose of teaching in this particular subject.
- The UdL shall not transfer the data to third parties, except in the cases strictly provided for by the Law.
- The student can access their data; request correction, deletion or portability; object to its processing and request its limitation, as long as it is compatible with the purposes of teaching, by writing to dpd@udl.cat. You can also submit a complaint to the Catalan Data Protection Authority, via a mail to its website (<https://seu.apd.cat>) or other non-electronic means”.

Development plan

Activitat	Classroom hours	Non presential hours, with virtual guidance	Non presential hours of autonomous work
Master class	3	9	5
Seminar, debate and other activities	1,5	6	10
Videoconferences and virtual lessons		22,5	10
Readings			40
Preparing activities			5
Course project			25
Forum			10
Exam	3,5		

For force majeure health reasons, and with the permission of academic authorities of the faculty and Vice-rector of Personnel, this subject is planned completely virtual, just with some face-to-face sessions that will be announced in advance.

Students have all the information about the development of the course on the Calendar in Campus Virtual, where they can find the topics and activities of each session. This calendar can be updated during the course attending the real development of the sessions..

Evaluation

Continuous evaluation system

Exam (30%): test for Units 2, 3, 4 (10% each one)

Course projects (20%): group project

Activities (30%): activities corresponding to Unit 2, 3, 4 (10% each)

Assistance (20%) Includes: Assistance, participation and work in lectures, seminars and participation in forums

Alternative evaluation system

Learning folder (100%): includes the development of the contents of each unit, evidence of the work of the student and a critical reflection on the content and on the learning process.

In the folder's evaluation it will be weighted:

- Exposure of content (50%) summary capacity, application of content to real cases, use of examples, resources use and source consultation, quality of the evidence on the work done to prepare the subject, linguistic correction
- activities (30%): activities related to themes 2, 3 and 4 (10% each)
- final reflection (5%)
- course work (15%)

Bibliography

Bibliografia bàsica:

Campos Freire, F. (ed.) (2011): *El nuevo escenario mediático*. Sevilla-Zamora: Comunicación Social.

Civil, Marta i Bernat López (eds.) (2017): *Informe de la Comunicació a Catalunya 2017-2018*. Barcelona: INCOM-Generalitat de Catalunya.

Curran, James (2010): *Media and society*. Bloomsbury Academic.

Hallin, Daniel C. i Paolo Mancini (2007): *Comparing media systems*, Cambridge University.

Marzal, J.; Izquierdo, J.; Casero, A. (eds.) (2015): *La crisis de la televisión pública*. Barcelona: Aldea Global.

Trappel, J.; Steemers, J.; Thomass, B. (eds.) (2015): *European Media in Crisis*. New York-London: Routledge.

Recursos:

[Consell de l'Audiovisual de Catalunya: estudis i informes](#)

[European Audiovisual Observatory](#)

[Informe de La Sociedad de la Información en España 2015](#)

[Reuters Institute Digital News Report 2018](#)

[Mapa de medios de comunicaión en España](#)