Universitat de Lleida

DEGREE CURRICULUM

STRUCTURE OF COMMUNICATION AND INFORMATION

Coordination: SANCHEZ MEZA, METZERI

Academic year 2023-24

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	1	1

Coordination	SANCHEZ MEZA, METZERI
Department	PHILOLOGY AND COMMUNICATION
Teaching load distribution between lectures and independent student work	On-Site sessions (50h) Autonomous Student's Work (100h)
Important information on data processing	Consult this link for more information.
Language	Catalan

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
SANCHEZ MEZA, METZERI	metzeri.sanchez@udl.cat	6	

Learning objectives

· Developing knowledge of the structural features of media systems in the European environment, paying special attention to the Catalan and Spanish cases.

· Identifying the economic, political and social actors that make up or contribute to the formation of communication systems.

· Appreciating the evolution of the structure of communication.

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 deontologial bases into the media activities.
Transversal
CT4. Acquire basic knowledge of entrepreneurship and professional environments.

Subject contents

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.

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
- Private, public and 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

- Regulation of communication channels
- Public service broadcasting: public service models; the public service in Catalonia and Spain
- Challenges and conflicts

Methodology

Theoretical classes are combined with practical sessions and the elaboration of audiovisual and written works. The methodology will also consider the flipped class and the use of the various communication tools of the virtual campus.

Flipped class: Based on the instructions provided by the teacher, students perform learning work outside the classroom, exploring the material provided in the lessons on the virtual campus. This work is then shared in videoconferencing sessions, with small group and large group work, with feedback from the teacher and classmates. The Lessons and Resources tools of the virtual campus are used to present the syllabus and the resources and activities that will be used to develop the different sections.

Group work: Learning activity through collaboration between group members. Various research activities will be developed that delve into some of the aspects of the agenda. Throughout the course, in addition to the autonomous work, group tutorials will be carried out for follow-up and activities in the development class of the final project.

Development plan

Activity	On-site hours	Autonomous Work
Lectures	20	10
Workshops, debates, others	20	10
Readings		30
Assignments preparation	3	15
Course project	3,5	15

Exam	3,5	20
Overall	50	100

Evaluation

Continuous evaluation system

Block 1: Theoretical Activities:

- Midterm Exam (20%)
- Final Exam (30%)

It is necessary to pass this block in order to pass the course.

Block 2: Practical Activities:

- Course Project (in group) (30%)
- Class Activities-Participation (20%)

Students who want to ask for alternative assessment must submit an employment contract or justify, in a letter addressed to the dean, the reasons that make it impossible for him/her to carry out the continuous assessment within five (5) days after the beginning of the semester. For information, please send an e-mail to lletres.secretariacentre@udl.cat or ask for information at the Faculty's academic office (Secretaria Acadèmica de la Facultat de Lletres).

Alternative evaluation system

Block 1: Theoretical Activities

- Final Exam (50%)

It is necessary to pass this block in order to pass the course.

Block 2: Practical Activities:

- Final Project (50%)

Bibliography

Bibliography:

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

Carrión, Jorge (2021): *Lo viral*. Barcelona: Galaxia Guttenberg.

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

de Catalunya.

Couldry, Nick (2021): *Els mitjans. Per què són importants?* Barcelona: Saldonar.

Curran, James (2002): *Medios de comunicación y poder.* Barcelona: Hacer.

Hallin, Daniel C. i Paolo Mancini (2007): Sistemas mediáticos comparados, Barcelona: Hacer.

Jenkins, Henry (2006): *Convergence culture.* New York University Press

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

Scolari, Carlos (2015): *Ecología de los medios: entornos, evoluciones e interpretaciones.* Barcelona: Gedisa.

Srnicek, Nick (2017). *Platform Capitalism.* Cambridge: Polity Press.

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

Van Dijck, José (2019) *La cultura de la conectividad: una historia crítica de las redes sociales.* México: Siglo XXI editores.

Zuboff, Shoshana (2019). *La era del capitalismo de la vigilancia. La lucha de un futuro humano frente a las nuevas fronteras del poder.* Barcelona: Paidós.

Resources:

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