

## Media Industries

### DATOS BÁSICOS DE LA ASIGNATURA

Módulo: Industrias Culturales y Estructura del Sistema Audiovisual

Materia: Media Industries

Asignatura: Media Industries (\*)

Código: 0000005131

Curso: 3º

Créditos: 6

Grupo (mañana/tarde): Mañana

Tipo: OB

Semestre: 1

### DATOS BÁSICOS DEL PROFESOR

Nombre: Ignacio Bergillos García PhD [CV del profesor](#)

Departamento: Department of Communication Science

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Horas de tutoría: Journalism: wednesday, 9.00. Double degree: wednesday, 10.00. Communication: tuesday, 11.00. Advertising: thursday, 10.00.

Despacho: 14

Lengua en la que se impartirá la asignatura: English

Uso docente de otras lenguas: Spanish

### DATOS ESPECÍFICOS DE LA MATERIA/ASIGNATURA

#### 1. DESCRIPCIÓN DE LA MATERIA/ASIGNATURA

##### Justificación en el plan de estudios

Media Industries, framed within the module of Cultural Industries and Structure of Media Systems, is concerned with the analysis of the nature and the central issues of these industries, as well as the processes of concentration, the market logics and the global/local relation to contemporary cultural processes.

##### Descripción del módulo en el que se ubica la materia / asignatura

The courses that comprise the module are related to the economy and management of cultural and entertainment industries and their objective is to deepen the knowledge of the trends and characteristics of the audiovisual market. Furthermore, they study the legal aspects that influence the market, as well as other elements that create value in organizations, focusing in strategic corporate communication and branding.

##### Relación con otras materias

- Media history
- Sociology of communication
- Communication theory

##### Relación con el perfil de la profesión

- Producer and cultural manager
- Web manager and content editors
- Institutional communication manager
- Researcher
- Teaching staff for communication and new audiovisual technologies

##### Conocimientos previos necesarios

No previous knowledge or courses are necessary. We understand, however, that the students know the English language sufficiently and are able to use it in an academic environment.

## 2. COMPETENCIAS DE LA TITULACIÓN QUE LA ASIGNATURA/MATERIA CONTRIBUYE A ALCANZAR

### Competencias Generales

**CG 05** – To know the structures and policies of communication.

**CG 08** – To know, comprehend and analyze critically the relation between media, products and different sociocultural factors that influence consumption and reception.

**CG 13** – To know the social, cultural, political and economic reality of media and its interrelation in the Spanish, European and global context.

### Competencias transversales

**CT 04** – Observe, analyze and process relevant information in order to create scientifically fundamented arguments.

**CT 09** – Interpret natural, social, economical, historical and political phenomena.

### Competencias específicas

**CE 02** – To know the structure, function and forms of management of communication companies.

**CE 06** – To be creative in order to find efficient solutions for different problems of communication processes.

## 3. OBJETIVOS/COMPETENCIAS (RESULTADOS DE APRENDIZAJE)

- To know the state of the art of contemporary audiovisual production and its recent historical evolution and understand its different parameters (political, economical, cultural, etc.).
- To know the social, cultural, political reality of media in the region and its interrelation with the Spanish, European and global contexts.
- To know the structures and policies of audiovisual communication.
- To know the audiovisual market and the forms of circulation and exploitations of audiovisual content.

## 4. CONTENIDOS

### 1. Introduction

- 1.1 Object of study
- 1.2 Key concepts and definitions
- 1.3 Theoretical perspectives

### 2. Approaches to media systems

- 2.1 The structure of media markets
- 2.2 Political context and the role of the State
- 2.3 Clientelism, pluralism and concentration.

### 3. Media corporations

- 3.1 Cultural industries
- 3.2 Transforming strategies
- 3.3 Digitalization and convergence

## 5. METODOLOGÍA

### Modalidades organizativas

Interacción profesor-estudiante	- Centradas en el profesor	Theoretical and practical sessions	30%
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(Presencial/on-line)	- Centradas en el estudiante	Seminars, workshops, projects	10%
Trabajo autónomo del estudiante (No presencial)	- Estudio y trabajo individual	Theory, presentations, evaluation activities	30%
	- Estudio y trabajo en grupo	Theory, presentations, evaluation activities	30%

#### Cronograma semanal

Descarga el cronograma semanal desde la página del plan de Estudios de la asignatura que encontrarás en <https://www.cesag.org>

## 6. EVALUACIÓN

### Instrumentos de evaluación y su peso en la calificación

Resultados de aprendizaje	Instrumento	Peso en la calificación (%)	Mínimos	Carácter
<ul style="list-style-type: none"> <li>To know the state of the art of contemporary audiovisual production and its recent historical evolution and understand its different parameters (political, economical, cultural, etc.).</li> <li>To know the social, cultural, political reality of media in the region and its interrelation with the Spanish, European and global contexts.</li> <li>To know the structures and policies of audiovisual communication.</li> <li>To know the audiovisual market and the forms of circulation and the business of audiovisual content.</li> </ul>	<b>Seminars:</b> Preparing, presenting and debating academic texts on the different issues studied during the course.	20%	None	Not reevaluable
	<b>Mid term exams</b>	35%	4 out of 10	Reevaluable
	<b>Final project/paper</b>	30%	5 out of 10	Reevaluable
	<b>Participation and engagement</b>	15%	None	No recuperable

### Mecanismos de seguimiento de la materia/asignatura

- \_ Theory – sessions in class
- \_ Seminars
- \_ Exercises
- \_ Virtual Campus
- \_ Email
- \_ Meetings

## 7. RECURSOS

### Bibliografía básica

Bustamante, E. (2003). *Hacia un nuevo sistema mundial de comunicación: industrias culturales en la era digital*. Barcelona: GEDISA.

Fernández Quijada, D. (2008). *Las industrias culturales ante el cambio digital. Propuesta metodológica y análisis de caso de la televisión en España*. Tesis doctoral: Universitat Autònoma de Barcelona.

Hallin, D.C. y Mancini, P. (2008). *Sistemas mediáticos comparados*. Barcelona: Hacer Editorial.

Hesmondalgh, D. (2007) (2nd. ed). *The Cultural Industries*. London: SAGE.

Holt, J.; Perren, A. (eds.) (2009). *Media Industries. History, Theory, and Method*. Malden: Wiley-Blackwell.

+ Academic papers available at the Virtual Campus.

### Bibliografía complementaria

Almirón, N. (2010). *Journalism in crisis. Corporate Media and Financialization*. Cresskill: Hampton Press

Consell de l'Audiovisual de Catalunya (2016). *Informe 2015. L'audiovisual a Catalunya*. Barcelona: Consell de l'Audiovisual de Catalunya

Hardy, J. (2008). *Western Media Systems*. Londres: Routledge.

Lamuedra Graván, M. (coord.)(2012). *El futuro de la televisión pública. La necesaria alianza con la ciudadanía*. Madrid: Editorial Popular.

Reig, R. (2011). *Los dueños del periodismo. Claves de la estructura mediática mundial y de España*. Barcelona: Gedisa.

Zallo, R. (2011). *Estructuras de la comunicación y la cultura. Políticas para la era digital*. Barcelona: Gedisa.

#### Otros recursos