

## 1. OVERVIEW

<b>Subject area</b>	Specialised Legislation
<b>Degree</b>	Bachelor's Degree in Audiovisual Communication
<b>School/Faculty</b>	Social Sciences and Communication
<b>Year</b>	2nd
<b>ECTS</b>	3 ECTS
<b>Type</b>	Compulsory
<b>Language(s)</b>	Spanish
<b>Delivery Mode</b>	On campus
<b>Semester</b>	First semester

## 2. INTRODUCTION

"Specialised Legalisation" is a compulsory subject area within the curriculum of the Bachelor's Degree in Audiovisual Communication at the Universidad Europea de Madrid. This subject area contains fundamental content for the future Audiovisual Communication graduate who will acquire solid training of the whole audiovisual process.

The communication services market is one of the most powerful and cutting-edge in today's economies. It has a promising future due to its strong relationship with technology, in particular information and communication technologies (ICTs). Companies in the communication sector, in particular in the audiovisual field, are relatively young and have a very high potential for growth and improvement, making it a great opportunity for all those who want to be part of this exciting field of the economy.

In this sense, future journalists, communicators and any other professional in the communication sector must be aware of the legal framework in which they carry out their work, their rights and responsibilities, and the limitations within which all the related economic activity takes place.

Communication rights are an accumulation of different areas and branches of law, where both private and public issues coincide. In particular, the regulation of the telecommunications and audiovisual market, as a strategic sector for the country, has important regulatory implications. On the other hand, new forms of communication, mainly through the Internet, are causing disruption in the audiovisual sector's business models, directly affecting the regulation of communication at both a national and European level. This, however, is based on fundamental, constitutional principles and rights rooted in Western democratic societies, where freedom of speech and information are at the core of the entire system.

This subject area helps future communication professionals acquire essential knowledge of the market, from a legal point of view, providing them with the necessary tools to guarantee them a promising and successful future.

Throughout the subject area, students will learn about the communication market from a legal perspective, with special emphasis on audiovisual communication, the different means of communication and their regulation, fundamental rights and freedoms and how they operate in the sector. Students will also learn about the fundamental importance of copyright and the protection of authors' creations in the

current digital economy. The subject area also covers the advertising market and its regulation as the main source of income and a cornerstone of any business model in the communication sector, as well as other relevant issues in the industry (fiscal, labour aspects, etc.).

The subject area is based on interactive theoretical explanation between the professor and the classroom, comprising of real life case studies and intense classroom debate, stemming from participation and interest in the subject. Students will be able to overcome career obstacles by implementing their own solutions, based on a solid foundation of essential concepts of communication rights.

### **3. SKILLS AND LEARNING OUTCOMES**

#### **Basic skills (CB, by their acronym in Spanish):**

- CB2: Students know how to apply their knowledge to their work or vocation professionally and have the skills that are usually demonstrated by forming and defending opinions and solving problems within their study area.
- CB3: Students have the ability to gather and interpret relevant data (normally within their area of study) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students can convey information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5: Students have developed the necessary learning skills to undertake further studies with a high degree of independence.

#### **Cross-curricular skills (CT, by their acronym in Spanish):**

- CT1: Independent Learning: Ability to choose the most effective strategies, tools and opportunities for learning and independently put into practice what has been learnt.
- CT2: Self-confidence: Ability to evaluate one's own results, performance and abilities with the self-belief of being able to complete tasks and face any challenges encountered.
- CT3: Ability to adapt to new situations: Being able to evaluate and understand different points of view, adapting one's own approaches to suit the situation.
- CT4: Ability to analyse and synthesize: Being able to break down complex problems into manageable blocks, as well as evaluate alternatives and perspectives to find the ideal solution. Synthesising to reduce complexity and better understand the situation and/or solve problems.
- CT5: Ability to apply knowledge acquired in the academic field in situations that are as similar as possible to real-life situations in the studied profession.
- CT7: Awareness of ethical values: Ability to think and act in line with universal principles based on the individual's value, contributing to his/her full development and involving commitment to certain social values.
- CT9: Interpersonal relationship skills: Ability to hold positive relationships with other people through assertive verbal and non-verbal communication. This means being able to express or communicate what you want, think or feel without discomforting, offending or harming the feelings of other people.
- CT10: Initiative and entrepreneurial spirit: Ability to undertake difficult or risky actions with resolve. Ability to anticipate problems, propose improvements and persevere in achieving them. Willingness to take on and carry out tasks.
- CT11: Planning and time management: Ability to set objectives and choose the right means to fulfil them through efficient use of time and resources.

- CT13: Problem solving: Ability to resolve an unclear issue or complex situation which has no established solution that keeps them from achieving an objective.
- CT15: Responsibility: Ability to fulfil commitments to themselves and others when performing a task and trying to achieve a set of objectives as part of the learning process. Ability to face and accept the consequences of actions taken freely.
- CT16: Decision making: Ability to choose between different options or methods to effectively solve varied situations or problems.
- CT17: Group work: Ability to integrate oneself and collaborate actively with other people, departments and/or organisations to achieve shared objectives.

**General skills (CG, by their acronym in Spanish):**

- CG1: Ability to identify, interpret, formulate and solve problems arising in the field of Audiovisual Communication.
- CG4: Ability to apply new technologies in professional environments in the field of Audiovisual Communication.

**Specific skills (CE, by their acronym in Spanish):**

- LEARNING UNIT 2. Knowledge of the specific hierarchical structure of the audiovisual industry at national and international level, as well as the peculiarities of this sector and its role in the global economy.
- LEARNING UNIT 2. Ability to recognise and apply basic legal regulations, ethics and deontology in the audiovisual communication sector as a whole.
- LEARNING UNIT 2. Ability to design, shape and develop audiovisual projects, taking into account the social environments in which the project will be developed.
- LEARNING UNIT 2. Ability to set up and create audiovisual companies, being familiar with all the processes related to the business models and distribution of current audiovisual products.
- LEARNING UNIT 2. Ability to know and correctly apply the English language both spoken and written in the professional field as a basic tool of the audiovisual industry.
- LEARNING UNIT 2. Knowledge of the correct use of Spanish, both spoken and written, as a means of transmitting information in the audiovisual field and in a professional environment.

**Learning outcomes (RA, by their acronym in Spanish):**

In this subject area, the student will analyse the legal implications for professionals in the audiovisual sector. As a cross-cutting subject area, it encourages students to critically reflect on the responsibility of the media and its role in the development of democratic societies. The subject's specific skills include knowledge of the legal framework in which communication professionals carry out their work and analysis of the profession's limitations.

- LEARNING UNIT 2. Knowledge of the essential legal aspects of the communication and, in particular, the audiovisual sector.
- LEARNING UNIT 2. Knowledge of the parties involved in the communication services market and the rules regulating their activity.
- LEARNING UNIT 2. Knowledge, understanding and interrelation of the legal framework in which communication professionals operate and the limitations of communication practice.

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

Skills	Learning outcomes (RA, by their acronym in Spanish)
CB3, CB4, CB5, CT2, CT3, CT4, CT5, CT6, CT7, CT9, CT10, CT11, CT13, CT15, CT16, CT17, CG1, CG4	<b>LEARNING UNIT 2.</b> Knowledge of the essential legal aspects of the communication and, in particular, the audiovisual sector.
CB3, CB4, CB5, CT1, CT2, CT3, CT4, CT5, CT6, CT7, CT9, CT10, CT11, CT13, CT15, CT16, CT17, CG1, CG4.	<b>LEARNING UNIT 2.</b> Knowledge of the parties involved in the communication services market and the rules regulating their activity.
CE1, CE13 CE15, CE16, CE21, CE22	<b>LEARNING UNIT 2.</b> Knowledge, understanding and interrelation of the legal framework in which communication professionals operate and the limitations of communication practice.

## 4. CONTENTS

The subject is organised into six learning units, which in turn are divided into themes (four or five themes depending on the units):

### Unit 1: Introduction to Law

- 1.1. Concept of the legal system.
- 1.2. System of sources of law.
- 1.3. Public Law and Private Law.
- 1.4. Principles established in the Constitution.

### Unit 2: Fundamental rights

- 2.1. Historical framework.
- 2.2. The dual dimension of fundamental rights.
- 2.3. The European Court of Human Rights.
- 2.4. The Spanish Constitution. Special attention to Articles 18 and 20 of the Spanish Constitution.

### Unit 3: Subjects, principles and essential rights.

- 3.1. Subjects.
- 3.2. Right to rectification.
- 3.3. Minority rights.
- 3.4. Communication and information professionals.
- 3.5. Public authorities as subjects

### Unit 4: Regulation of radio, cinema, television and new technologies.

- 4.1. Radio
- 4.2. Television
- 4.3. Cinema
- 4.4. New technology

### Unit 5: Public and private media.

- 5.1. General regime for the provision of audiovisual media services
- 5.2. Basic regime applicable to public providers
- 5.3. Public radio and television.

### Unit 6: New General Law on Audiovisual Communication

- 6.1. Regulatory development
- 6.2. General principles
- 6.3. The provision of video sharing services via platforms

- 6.3. Influencers
- 6.4. Minors
- 6.5. Penalty system

**Unit 7: Intellectual Property.**

- 7.1. Copyright
- 7.2. Intellectual property and industrial property
- 7.3. Copyright holders
- 7.4. Moral rights
- 7.5. Proprietary rights
- 7.6. Limitations
- 7.7. Related rights
- 7.8. Computer programs

**Unit 8: The legal regime for advertising**

- 8.1. Parties involved in advertising activities
- 8.2. Illegal advertising
- 8.3. Advertising self-regulatory systems
- 8.4. Advertising contracts

**Unit 9: Personal data protection in audiovisual communication.**

- 9.1. Historical framework for personal data protection
- 9.2. GDPR
- 9.3 GDPRGDD
- 9.4 Minors

## 5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Lecture.
- Collaborative learning.
- Independent working

## 6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

**On campus:**

Learning activity	Number of hours
Lectures	25
Independent working	15
Case studies and problem-solving	15
Oral presentations	15
Knowledge tests	5
<b>TOTAL</b>	<b>75</b>

## 7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

**On campus:**

Assessment system	Weighting
Knowledge test	80%
Oral presentations	15%
Observation of performance and knowledge	5%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessable tasks and the deadlines and assessment procedures for each task.

## 8. BIBLIOGRAPHY

The works of reference for following up this subject area are:

- TORRES LOPEZ, María Asunción, SOUVIRÓN MORENILLA, José María y ROZADOS OLIVA, Manuel Jesús (Directores), Elementos para el estudio del Derecho de la comunicación, Tercera Edición, TECNOS, Madrid, 2019.
- RODRÍGUEZ BAJÓN, Santiago, Manual de Derecho de la Comunicación Audiovisual, ARANZADI, Madrid, 2019. • SERRANO GÓMEZ, Eduardo (Dir.), Medios de comunicación, contenidos digitales y derecho de autor (Propiedad intelectual), REUS, Madrid, 2019.
- GUICHOT, Emilio (Coord.), Derecho de la Comunicación, Quinta Edición, IUSTEL, Madrid, 2018.
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- ALONSO PALMA, Ángel Luis, Propiedad Intelectual y Derecho Audiovisual, Cuarta Edición, CEF, Madrid 2017.
- BALAGUER CALLEJÓN, María Luisa, Derecho de la información y de la comunicación, Segunda Edición, TECNOS, Madrid, 2016.
- VV.AA., Derecho de la Publicidad, THOMSON REUTERS (LEX NOVA), Madrid, 2015.
- URÍAS, Joaquín, Principios de Derecho de la información, TECNOS, Madrid, 2014.