

1. OVERVIEW

Subject area	Communication Groups and Audiovisual Company
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Social Sciences and Communication
Year	2nd
ECTS	6 ECTS
Type	Core
Language(s)	Spanish
Delivery Mode	On campus / Online
Semester	Second semester

2. INTRODUCTION

Communication Groups and Audiovisual Company is a subject area in the Fundamentals of Communication and Journalism module (Module 1), taught in the 2nd year of the Bachelor's Degree in Audiovisual Communication.

Knowledge of the news industry and its internal structure. Management and organisation. Establishment of the context of the communication groups that form the national and international system, analysing in-depth the communication policies, the nature of the groups and companies and their areas of influence.

3. SKILLS AND LEARNING OUTCOMES

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

- CB1: Students have demonstrated knowledge and understanding of a study area originating from general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.
- 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.
- CB4: Students can convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

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

- CG1: Ability to identify, interpret, formulate and solve problems arising in the field of journalism.
- CG5: Ability to act in accordance with fundamental rights and the equality between men and women, equal opportunities and universal accessibility for people with disabilities and with the values of a culture of peace and democratic values in journalism.

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.
- 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.
- CT14: Innovation/Creativity: Ability to propose and develop new, original solutions that add value to problems that are faced, as well as bringing a different scope to the problem itself.

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

- LEARNING UNIT 2. Knowledge of the social, political and economic aspects of the Spanish state and its international environment.
- LEARNING UNIT 2. Ability to recognise and apply the basic legal regulations, ethics and deontology in the journalism sector as a whole.
- LEARNING UNIT 2. Advanced knowledge of terminology specific to journalism.
- LEARNING UNIT 2. Knowledge of marketing tools applied to journalism and new content marketing methods.
- LEARNING UNIT 2. Knowledge of communication needs in the business environment.

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

- RA1: Recognise the media as part of the news industry.
- RA2: Analyse the media and understand its social, economic and technological evolution.

- RA3: Use information, resources and technologies independently to achieve the learning objectives.
- RA4: Participate and collaborate actively in work groups.
- RA5: Solicit ideas and opinions for joint decision-making and plans.
- RA6: Take shared responsibilities in group projects.

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)
CB4, CG1, CG5	RA1. Recognise the media as part of the news industry.
CB2, CB4, CG1, CG5, CT1, CT10, CT11, CT14	LEARNING UNIT 2. Analyse the media and understand its social, economic and technological evolution.
CB2, CB4, CG1, CG5, CT1, CT10, CT11, CE3, CE14, CE15, CE23	LEARNING UNIT 2. Use information, resources and technologies independently to achieve the learning objectives.
CB2, CB4, CG5, CT1, CT10, CT11	LEARNING UNIT 2. Participate and collaborate actively in work groups.
CB2, CB4, CG5, CT1, CT10, CT11	LEARNING UNIT 2. Solicit ideas and opinions for joint decision-making and plans.
CB2, CB4, CG1, CG5, CT1, CT10, CT11, CE3, CE14, CE15, CE23	LEARNING UNIT 2. Take shared responsibilities in group projects.

4. CONTENTS

Unit 1: The history of communication groups

Unit 2: National Context. Analysis of the different groups

Unit 3: Analysis of national news. Press and radio.

Unit 4: Intentional context. Analysis of the different groups

Unit 5: Analysis of International news. Press and radio.

Unit 6: Analysis of New Media. Impact on different groups.

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Independent working
- Drawing up reports and written work.
- Case studies
- Search for resources and choosing information sources
- Debates and discussions.

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
Independent working	30
Drawing up reports and written work for radio and press.	40
Case studies	5
Search for resources and choosing information sources. Introduction	40
Debates and discussions	5
Tutorials	10
Group/independent activities	20
TOTAL	150

7. ASSESSMENT

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

On campus:

Assessment system	Weighting
Introduction of the different groups	40%
Participation in European Media. News	15%
Participation in European Media. Radio	15%
Analyses, reports and written work	20%
Participation, debates, conferences and seminars	10%

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:

- ARNAZ, C. M. (2002): *Negocios de televisión. Transformaciones del valor en el modelo digital*. Gedisa. Barcelona.
- BUSTAMANTE, E. (coord.) (2002): *Comunicación y cultura en la era digital. Industrias, mercados y diversidad en España*. Gedisa, Barcelona.
- CHOMSKY, N e RAMONET, I. (1995) *Cómo nos venden la moto*. Ed. Icaria. Barcelona.
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- NIGHTINGALE, V. (1999): *El estudio de las audiencias*. Paidós Comunicación. Barcelona
- MORENO, I. (2003) *Narrativa audiovisual publicitaria*, Barcelona, Paidós.
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- REIG, R (1998) *Medios de comunicación y poder en España*. Paidós Comunicación. Barcelona.
- REIG, R (2011) *Los dueños del periodismo. Claves de la estructura mediática mundial y de España*. Gedisa. Barcelona.
- SERRANO, P. (2009). *Desinformación. Cómo los medios ocultan el mundo*. Barcelona: Editorial Península.
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