



COURSE DATA

DATA SUBJECT

Code: 36552
Name: Structure of communication
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Facultat de Filologia, Traducció i Comunicació	1	First quarter
1937 - Double Degree Program in Audiovisual Communication and Journalism	Facultat de Filologia, Traducció i Comunicació	2	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	Comunicación	BASIC
1937 - Double Degree Program in Audiovisual Communication and Journalism	Segundo Curso (Obligatorio)	COMPULSORY

COORDINATION

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SUMMARY

Structure of Communication is a basic course of the Degree in Audiovisual Communication that is part of the subject Communication. It is also a compulsory course in the Double Degree in Audiovisual Communication and Journalism.

It examines the defining features of the structure of the media and the audiovisual system in the 21st century. It also studies the factors that determine and characterize its dynamics, as a space in which the processes of production, circulation, and consumption of cultural and audiovisual products generated in today's society take place, as well as their cultural, social, and economic repercussions.

In short, the subject of Communication Structure studies the materialization of communication and cultural industries in systems, from a historical, economic, political, sociological, and technological perspective, at the local, state, regional, and global levels.

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No other types of requirements are considered.

COMPETENCES / LEARNING OUTCOMES

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Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

Students should be able to defend a culture of peace and respect for the fundamental human rights within the processes of communication, specifically in regards to equality between women and men in all types of communication (informative, interpretative, semiotic, dialogic and opinion).

Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).

Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.

Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.

Students should have a practical and theoretical understanding of the organisation structures within sound and visual communication, as well as its evolution and development over time, including audiovisual taxation. This also includes knowledge of, and research into, the interrelations between the natures of the subjects within audiovisual communication: authors, institutions, companies, the media, storage and recipients.

Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.

DESCRIPTION OF CONTENTS

1. Introduction to the Communication Structure

1. 1. The study of the Structure of Communication: concept, origins, object, perspectives and areas.
1. 2. From mass communication to mass self-communication.
1. 3. The (overcome?) centrality of the media system in the public space.



1. 4. The Political Economy of Communication: concept, principles, object. The media as ideological apparatus of the State.

2. The business dimension of the media

2. 1. Concept and constituent elements of the information companies
2. 2 Particularities of the informative companies
2. 3. The power to inform and information as an economic good
2. 4. Types of information companies
2. 5. Financing of traditional information companies
2. 6. Business models of information companies on the Internet

3. The global information system

3. 1. Characteristics of the global information system
3. 2. The doctrine of the free flow of information: concept and imposition
3. 3. The MacBride report
3. 4. Levels and international flows of information
3. 5. The theory of cultural imperialism

4. Global trends of communication industries

4. 1. Political deregulation
4. 2. Corporate concentration of ownership
4. 3. Media integration and conglomeration
4. 4. Digitalization of information
4. 5. Technological convergence

5. Media systems

5. 1. The beginning of the investigation of communication spaces
5. 2. Current research on communication spaces
5. 3. The media dimension of research on communication spaces
5. 4. Political dimension of research on communication spaces
5. 5. Media systems (1): liberal
5. 6. Media systems (2): corporative democratic
5. 7. Media systems (3): polarized pluralist

6. The Spanish media system

6. 1. Main media groups
6. 2. Characteristics, audiences and advertising market



7. The Spanish press system

- 7. 1. Organization and regulation
- 7. 2. Evolution
- 7. 3. Current situation

8. The Spanish radio system

- 8. 1. Organization and regulation
- 8. 2. Evolution
- 8. 3. Current situation

9. The Spanish television system

- 9. 1. Organization and regulation
- 9. 2. Evolution
- 9. 3. Current situation

10. The Valencian media system

- 10. 1. Current situation. Characteristics, audiences and markets
- 10. 2. The press system
- 10. 3. The radio system
- 10. 4. The television system

11. The Valencian public communication space

- 11. 1. Creation, model and evolution of RTVV
- 11. 2. Closing of RTVV
- 11. 3. Creation and model of CVMC

Learning outcomes

These contents will be reflected in the following **learning outcomes**.

- Identify organizational structures in the field of visual and audio communication.
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WORKLOAD

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	60,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	35,00
Independent study and work	40,00
Preparation of lessons	15,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY**FACE-TO-FACE TEACHING**

Face-to-face teaching will follow the following methodologies:

- **Lecture.** The teacher will present the syllabus, normally during the first hour of each session.
- **Case study and analysis.** The second part of the session will sometimes be devoted to the analysis of specific cases. Students will be divided into small groups to analyze the case, and at the end of the class, a representative from each group will upload a report to the virtual classroom as a record of the activity carried out.
- **Debates and seminars.** On other occasions, the second part of the session will be devoted to debates on current issues. Often, the debate will be based on the sharing of case analyses carried out by the students.
- **Classroom presentations and group work.** Throughout the semester, the teaching staff will devote three sessions to monitoring the group work that the students are preparing on some aspect of the structure of communication agreed upon with the teaching staff. In the last sessions of the course, the different groups will present their work.

NON FACE-TO-FACE WORK

Students will carry out the following non-classroom activities:

- **Preparation of individual or group projects.** Students will carry out a group project that analyzes some aspect of the structure of communication. The topic of the project will be agreed upon with the teaching staff at the beginning of the classes, and although the teaching staff will monitor the progress of the project, it will be carried out independently by the group in a non-classroom setting.



- **Study and independent work.** Students will review the content explained in class, supplementing it with consultation of the basic bibliography for the course.
- **Class preparation.** Students will prepare for the debates that will take place in the classroom.

Educational innovation

This course is part of the educational innovation Project PIEE-3901480 "Professionals in the classroom: integrating work experience into communication teaching. (ProfCom)", and follows the activities approved in this regard by the Continuing Education and Educational Innovation Service (SFPIE) amb els objectius de: 1) Increase student motivation and involvement through talks given by active professionals; 2) Encourage independent and collaborative learning; 3) Establish a channel for updating and collaboration between teachers and professionals that allows for the continuous exchange of best practices.

This course is associated with the UV-SFPIE teaching innovation project PIEE-3899028, entitled "Interdisciplinary Educational Experiences concerning the animal question: Creativity and Critical Thinking".

Sustainable Development Goals

This course takes into account the following Sustainable Development Goals in particular:

- **SDG 4, Quality education.** Target 7: Students will acquire the theoretical and practical knowledge necessary to promote sustainable development, human rights, gender equality, the promotion of a culture of peace and non-violence, global citizenship and the appreciation of cultural diversity, and the contribution of culture to sustainable development.
- **SDG 5, Gender equality.** Target 1, end all forms of discrimination against all women and girls everywhere.
- **SDG 16, Peace, justice, and strong institutions.** Target 8, expand and strengthen the participation of developing countries in global governance institutions.

EVALUATION

The general grading system will follow the Regulation of evaluation and grading of the Universitat de València for bachelor's and master's degrees, approved by the Consell de Govern on May 30, 2017 (ACGUV 108/2017).

Assessment in the first examination period

The assessment in the first examination period will be carried out in the following way:

- **Final written test (50%).** Exam on the theoretical content of the course. Passing the exam is required in order to pass the course. It can be retaken in the second exam session.
- **Presentation of outlines, summaries, and proposed texts (35%).** Group work on an aspect of



communication structure. The work will be submitted through the virtual classroom and presented in the last sessions of the course. Passing the work is required in order to pass the course. It can be retaken in the second exam session.

- **Assessment of attitude and participation in class dynamics (15%).** Student participation in the analysis of cases presented by the teaching staff, which will be verified by means of the forms submitted at the end of the sessions. It cannot be retaken in the second exam session.

Assessment in the second examination period

The assessment in the second examination period will maintain, if applicable, the grades obtained in the blocks passed in the first examination period. The evaluation of the blocks failed or not presented will be carried out in the following way:

- **Final written test (50%).** Exam on the theoretical content of the course.
- **Presentation of outlines, summaries, and proposed texts (35%).** Individual preparation of a paper on an aspect of communication structure.
- **Assessment of attitude and participation in class dynamics (15%).** It cannot be retaken in the second exam session. The grade obtained in the first examination session will be maintained.

Remarks:

- Both in the exam and in the rest of the tests, exercises, or written assignments, correct spelling and grammar will be required. Each error will result in a reduction in the grade obtained, which may lead to a fail.
- If plagiarism is detected in an assessment assignment, it may be given a numerical grade of zero, regardless of any disciplinary proceedings that may be initiated and, if applicable, any sanctions that may be imposed in accordance with current legislation.
- Intellectual honesty is vital in academic communities and for the fair assessment of student work. All work submitted in this course must be original. Work involving fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted, unless its use is part of the course content or is authorized by the teaching staff.

REFERENCES

Basic references



- Carbonell Abelló, J. M. (2012). El futuro de la comunicación: redes, medios y poder. Editorial UOC.
- Hallin, D. C., & Mancini, P. (2008). Sistemas mediáticos comparados. Hacer.
- Jones, D. E. (2005). Aproximación teórica a la estructura de la comunicación. Sphera Pública, 5, pp. 19-39.
- MacBride, S. (ed.) (1980): Un solo mundo, voces múltiples. Fondo de Cultura Económica.

Additional references

- Castells, M. (2009). Comunicación y poder. Alianza.
- López García, G. (ed.) (2019). La comunicació en la Comunitat Valenciana (2010-2018): crisi i canvi. Editorial Alfons el Magnànim.
- Martínez Vallvey, F. (2016). La comunicación y su estructura en la era digital. CEF.
- Serrano, P. (2016). Medios democráticos: una revolución pendiente en la comunicación. Akal.
- Soler-Campillo, M. ., Galán Cubillo, E. ., & Marzal-Felici, J. (2019). La creación de À Punt Mèdia (2013-19) como nuevo espacio público de comunicación. Revista Latina De Comunicación Social, (74), 18011817.
- Vidal Beltrán, J. M. (2019). Libertades informativas y medios de comunicación. Tirant lo Blanch.