



COURSE DATA

DATA SUBJECT

Code: 43283

Name: Citizenship and communication policies

Cycle: Master's Degree

ECTS Credits: 5

Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2253 - Master's degree in Audiovisual Content and Formats	Facultat de Filologia, Traducció i Comunicació	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2253 - Master's degree in Audiovisual Content and Formats	Citizenship and communication policies	COMPULSORY

COORDINATION

VIDAL BELTRAN JOSE MARIA

SUMMARY

The subject "Citizenship and communication policies" is included in this Master to, from a theoretical and practical reflection, introduce and train students in the legal framework and the practical reality on which they will have to interact in the field of the creation and dissemination of communicative content.

To do this, the key concepts are delved into: The freedoms and rights of expression and information that affect mass communication; the regulation of the communication process and formats, content and media, focused on their possible professional activity in these media and with special attention to the constitutional and regulatory regime in force in Spain and the European Union; communication policies in relation to the current communication system and the democratic public space; the impact of the media system on citizens; the regulation of the different levels of the audiovisual system and the structural models of the media system; the regulation of television programming and the analysis of audiovisual quality; the regulation of aid for audiovisual production; and, rights related to intellectual property.

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 enrollment restrictions have been specified with other subjects in the curriculum. No prior knowledge is required to obtain the maximum competencies and skills of this subject.

COMPETENCES / LEARNING OUTCOMES

2149 -

Analizar e interpretar les nuevos lenguajes mediáticos asociados a la multidifusión digital.

Dotar de las herramientas necesarias para la integración laboral en el ámbito de los contenidos y formatos audiovisuales.

Integrar los contenidos teóricos relacionados con los lenguajes mediáticos utilizados en el flujo comunicativo de contenidos y formatos audiovisuales de la sociedad de la información en la praxis profesional.

Interpretar la estructura de la empresa audiovisual, la dinámica del mercado y la naturaleza de los diferentes productos audiovisuales en los flujos mediáticos emergentes.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

DESCRIPTION OF CONTENTS

1. Citizenship and public communication.

The construction of democratic public space and communication policies.

Communication networks.



Media communication.

The structural models of the media system.

2. The regulation of communication and networks: Audiovisual and digital law.

FREEDOMS AND RIGHTS OF EXPRESSION AND INFORMATION.

Fundamental rights, public freedoms and communicative activity.

The rights and freedoms of expression and information. The constitutional and regulatory framework.

Freedom of expression.

Freedom of information.

The common element of freedoms of expression and information: the public interest

Constitutional guarantees and the suspension of freedoms of expression and information.

THE LIMITS AND PROTECTION OF OTHER RIGHTS IN COMMUNICATIVE ACTIVITY.

The dignity of people as a constitutional limit.

Personality rights in the field of communication.

Illegitimate interferences and the protection of personality rights.

The preeminence between freedoms of expression and information and personality rights.

The constitutional protection of collective rights in the field of communication.

REGULATION AND SELF-REGULATION IN COMMUNICATIVE ACTIVITY.

The general legal framework and the specific regulation of the different media.



The main regulatory areas in communicative activity.

Self-regulation in the communicative field.

Codes of ethics, agreements, drafting statutes and other self-regulation instruments.

Claims and actions against the contents of the communicative activity.

The professional exercise of communicative activity.

3. The audiovisual industry: the regulation of production processes. Communication and intellectual property policies.

Intellectual property and industrial property.

Intellectual property legislation.

Subjects of intellectual property.

- Copyright (subject, object and content).
- Copyright in audiovisual works.
- Other intellectual property rights.
- Other rights in audiovisual works.

Chain of transfer of intellectual property rights.

Intellectual property protection mechanisms.

- Actions and procedures.
- General registry of intellectual property.
- Symbols or indications of the reservation of rights.
- Entities for the collective management of intellectual property rights.

4. Television system and media system.



Media discourse: freedom of expression and pluralism.

Television programming: genres.

The quality of programming.

Communication companies and citizens.

5. Communication and telecommunications: the new spaces of discursive interaction.

Convergence in the formation of the communicative process and space.

The regulation of the levels of the audiovisual system: economy, technology and culture.

6. Aid and support programs for audiovisuals.

The regulation of aid for the production, training, distribution and promotion of audiovisuals.

The institutions and regulation of European, state and regional aid for audiovisual production.

Practical exercise on production aid.

Learning outcomes:

The contents of this module are intended for students to develop the concepts of citizenship and communication policies, in their projection and as the basis of the democratic public space, as a prior step to developing the capabilities for the creation of audiovisual content and formats, in the new digital scenario.

It is about promoting this knowledge to function in this new scenario in which globalization and digital technologies applied to communication and information have completely transformed it and continue to transform it, day by day, promoting, in turn, a new regulatory framework, both for communication rights and freedoms and for a set of aspects linked to audiovisual production and content, so they will also have acquired knowledge about media regulation, the production aid



regime, or rights and obligations related to intellectual property or AI.

Thus, from a broad perspective, with the study of the different communication policies and regulations, both public and private, aimed at promoting the new modes and flows of content development and public communication of the current information society and global communication, it is achieved that students have acquired sufficient knowledge regarding the theoretical contents related to the media languages used in the communicative flow of the information society, as well as the regulation and structure of the audiovisual company, the dynamics of the market and the nature of the different audiovisual products in emerging media flows, necessary and obligatory knowledge to work in this field.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Laboratory	50,00
Total hours	50,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	15,00
Independent study and work	30,00
Preparation of lessons	10,00
Preparation for assessment activities	10,00
Resolution of case studies	10,00
Total hours	75,00

TEACHING METHODOLOGY

In-person activities

The face-to-face teaching will be carried out in four-hour sessions that will combine the

following methodologies:

- **Theoretical classes: participatory master lesson.** The theoretical contents of the subject will be taught in the classroom by internal teachers using the methodologies of expository session, analysis of normative texts and practical cases.



- **Guided debate or discussion.** The students will present in the classroom the results of the analysis of the practical cases raised through debates guided by the internal teaching staff.
- **Expert conferences.** Two of the sessions will be taught by university professors from other academic institutions.

Typically, the sessions will be divided into two parts: the first will consist of the transversal presentation of the contents by the teaching staff; The second will be dedicated to the analysis of a case or the tutored preparation of practical cases.

Participation in the case analyzes will take place before the end of the session in directed debates on its results and/or in the discussion of materials. Both aspects will be developed in groups of two or three people who, after the end of certain sessions, must upload a file to the virtual classroom as a memory of the activity carried out.

Participation in the practical cases will be reflected before the end of the session in the sharing of progress by the students and in the provision of feedback by the teaching staff.

Non-face-to-face activities

The students will develop the following non-face-to-face activities:

- **Preparation of theory classes.** Reading materials provided by teachers in advance of their presentation in the classroom.
- **Study and preparation of tests and assignments by students.** Preparation and practical exercise of the registration of an audiovisual work in the Property Registry. Application by groups for different types of aid for audiovisual production to European, state and regional institutions.

This subject especially takes into account the following **Sustainable Development Goals (SDGs)**:

- **SDG 4, Quality education.** Goal 7, that students 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.** Goal 1, end all forms of discrimination against all women and girls everywhere.

EVALUATION

The general grading system will follow the evaluation and grading regulations of the University of Valencia for bachelor's and master's degrees, approved by the Governing Council on May 30, 2017 (ACGUV 108/2017).

Evaluation in the first call

The evaluation in the first call will be developed as follows:

- **Individual work (70%).** Preparation of practical cases, with all the material considered appropriate, on the contents and development of the concepts that have been worked on in the subject. It is recoverable in the second call.
- **Continuous evaluation (20%).** Delivery of a synthesis-summary of 1,000 words of the contents developed by the teaching staff in their sessions. It is not recoverable in the second call.
- **Attendance and participation (10%).** Participation of the students in the analysis of cases proposed by the teaching staff, which will be verified through the files delivered as a memory at the end of the sessions. It is not recoverable in the second call.

Evaluation in the second call

The evaluation in the second call will maintain, if applicable, the grades obtained in the blocks approved in the first call.

The evaluation of suspended or not presented blocks will be carried out as follows:

- **Individual work (70%).** Preparation of practical cases, with all the material considered



appropriate, on the contents and development of the concepts that have been worked on in the subject. It is recoverable in the second call.

- **Continuous evaluation (0%).** It is not recoverable.
- **Attendance and participation (0%).** It is not recoverable.

Other observations

- Spelling and grammatical correction will be required in all tests, exercises or written assignments. Each absence will lead to a reduction in the grade obtained, which can go up to failure.

- In the case of proven plagiarism in an evaluation work, it may be scored with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if applicable, the sanction that is appropriate in accordance with current legislation.

- Intellectual honesty is vital in academic communities, and for the fair evaluation of student work. All works presented in this course must be original. Work that uses fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be admitted, except if its use is part of the contents of the subject or is authorized by the teaching staff.

REFERENCES

Basic references

- FRANCÉS, M. (coord) (2011). *Contenidos y formatos de calidad en la nueva televisión*. Madrid: IORTV.
- LINDE, E., MEDINA, S. Y VIDAL, J.M. (2013). *Derecho audiovisual*. Madrid: Colex.
- VIDAL, J.M. (2021). ¿Perspectiva jurídica sobre el derecho de acceso y la participación ciudadana en las decisiones sobre contenidos y programación de los medios de comunicación públicos?, en J. Marzal, C. López-Olano y M. Soler (eds.), *Participación ciudadana y medios de comunicación públicos*. Ed. Tirant Humanidades: Valencia (págs. 313-363)
- VIDAL, J.M. (2019). *Libertades informativas y medios de comunicación*. Ed. Tirant lo Blanch: Valencia.
- VIDAL, J.M. (2024). *La regulación de la comunicación en la era digital. Contenidos, retos y objetivos de la nueva regulación española y europea del audiovisual*. Ed. Tirant lo Blanch, Valencia, 2024.

**Complementary reference.**

- BOIX, A. Y VIDAL J. M. (Coord) (2014) *La nueva regulación del audiovisual: medios, derechos y libertades*. Thomson Reuters Aranzadi: Pamplona.
- CAMPALANS, C., RENÓ, D., & GOSCIOLA, V (2014). *Narrativas transmedia: entre teorías y prácticas*. UOC.
- CANO-ORÓN, L., & GAMIR-RÍOS, J. (2024). ¿Informativo matinal para ahorrar tiempo: Un noticiero alternativo con fondo propio?. *Revista de Comunicación*, 23(2).
- FERNÁNDEZ ALONSO, Isabel (2016): ¿Independent Audiovisual Regulators in Spain: A Unique case in Europe?, en *International Journal of Communication*, vol. 10, pp. 359-376. ISSN: 1932-8036.
- GAVALDÀ, J. (2011) ¿Contenidos de cantidad?, en M. Francés [coord]. *Contenidos y formatos de calidad en la nueva televisión*. Madrid: IORTV.
- GUICHOT, Emilio (coord.) (2022). *Derecho de la Comunicación*. 6ª ed. Iustel. Madrid.
- HUERTAS, A. (2021). ¿Teorías y modos de pensar las audiencias?. En N. Quintas-Frouge y A. González Neira (eds.) *Los estudios de la audiencia: de la tradición a la innovación*. Gedisa: Barcelona, pp. 21-40.
- JENKINS, H., FORD, S., & GREEN, J. (2015). *Cultura transmedia: la creación de contenido y valor en una cultura de red*. Gedisa.
- MARTÍNEZ OTERO, J. M. (2019). ¿Un nuevo marco regulador para el sector audiovisual en Europa: la Directiva 2018/1808 en el contexto de la convergencia mediática y el Mercado Único Digital?. *Revista Derecho Comunitario Europeo*, 63, (<https://doi.org/10.18042/cepc/rdce.63.05>), págs. 537-571.

Web refences of several europea and spanish institutions, oficial diaries and law

- Comisión Nacional de los Mercados y la Competencia: <https://www.cnmc.es/>
- European Audiovisual Observatory: <https://www.obs.coe.int/en/web/observatoire>
- UNESCO: <https://www.unesco.org/es>
- European Commission (Europa creativa. Audiovisual) : <https://culture.ec.europa.eu/cultural-and-creative-sectors/audiovisual>
- European Comission : https://commission.europa.eu/index_es
- European Platform of Regulatory Authorities: <https://www.epra.com/>
- Audiovisual and Media Policies. Info Centre: http://ec.europa.eu/avpolicy/info_centre/index_en.htm
- Programa Media: http://ec.europa.eu/culture/media/index_en.htm
- UTECA: <http://www.uteca.com/uteca>
- Boletín Oficial del Estado: <http://www.boe.es>
- Jurisprudencia Tribunales españoles: <http://www.poderjudicial.es>
- Jurisprudencia Constitucional: <http://www.tribunalconstitucional.es>



- Jurisprudencia europea: <http://curia.europa.eu/es/index.htm>
- Diario Oficial UE: <https://eur-lex.europa.eu/oj/direct-access.html?locale=es>