



## Teaching Guide

Identifying Data					2021/22
Subject (*)	Estrutura do Sistema Audiovisual	Code	616011305		
Study programme	Licenciado en Comunicación Audiovisual				
Descriptors					
Cycle	Period	Year	Type	Credits	
First and Second Cycle	2nd four-month period	Third	Trunk	7.5	
Language	Spanish				
Teaching method	Face-to-face				
Prerequisites					
Department					
Coordinador		E-mail			
Lecturers		E-mail			
Web					
General description					
Contingency plan	<ol style="list-style-type: none"> <li>1. Modifications to the contents</li> <li>2. Methodologies               <ul style="list-style-type: none"> <li>*Teaching methodologies that are maintained</li> <li>*Teaching methodologies that are modified</li> </ul> </li> <li>3. Mechanisms for personalized attention to students</li> <li>4. Modifications in the evaluation               <ul style="list-style-type: none"> <li>*Evaluation observations:</li> </ul> </li> <li>5. Modifications to the bibliography or webgraphy</li> </ol>				

### Study programme competences / results

Code	Study programme competences / results

### Learning outcomes

Learning outcomes	Study programme competences / results

### Contents

Topic	Sub-topic

### Planning

Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours



Supervised projects		0	0	0
Workbook		0	0	0
Mixed objective/subjective test		0	0	0
Personalized attention		30	0	30

(\*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Supervised projects	
Workbook	
Mixed objective/subjective test	

Personalized attention	
Methodologies	Description
Mixed objective/subjective test	Actividade académica desenvolvida polo profesorado, individual ou en pequeno grupo, que ten como finalidade atender as necesidades e consultas do alumnado relacionadas co estudo e/ou temas vinculados coa materia, proporcionándolle orientación, apoio e motivación no proceso de aprendizaxe.
Supervised projects	
Workbook	

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Mixed objective/subjective test			50
Supervised projects			30
Workbook			20

Assessment comments

Sources of information



<b>Basic</b>	<ul style="list-style-type: none"><li>- Medina, M. (2005). Estructura y gestión de empresas audiovisuales. Pamplona. EUNSA</li><li>- Mora-Figueroa, B. (2009). El mercado global de la comunicación: éxitos y fracasos. Pamplona. EUNSA</li><li>- Epstein, E.J. (2007). La gran ilusión. Dinero y poder en Hollywood. Barcelona. Tusquets</li><li>- SGAE (2010). Anuario SGAE de las artes escénicas, musicales y audiovisuales 2010. Madrid. Fundación Autor-SGAE</li><li>- AEDE (Asociación de Editores de Diarios Españoles) (2010). Libro blanco de la prensa diaria 2011. Madrid. AEDE</li><li>- UTECA (Unión de televisiones comerciales asociadas) (2010). La televisión en España. Informe 2010.</li><li>- (). Noticias de la Comunicación.</li><li>- Artero Muñoz, J.P. (2007). Modelos estratégicos de Telecinco (1990-2005). Madrid. Fragua</li><li>- Carvajal Prieto, M. (2007). Líderes en prensa. La dirección estratégica de Vocento. Diego Marín Librero-Editor</li><li>- Barrera, C. y Nogué, A. (2006). La Vanguardia, del franquismo a la democracia. Madrid. Fragua</li><li>- Frattini, E. y Colias, Y. (1996). Tiburones de la comunicación: grandes líderes de los grupos multimedia. Pirámide</li><li>- SEOANE, M.C. y SUEIRO, S. (2004). Una historia de El País y del grupo Prisa. De una aventura incierta a una gran industria cultural. Barcelona. Plaza &amp; Janés</li><li>- Linde, E.; Vidal, J.M. y Medina, S. (2011). Derecho Audiovisual. Madrid. Colex</li><li>- Azurmendi, A. (2011). Derecho de la Comunicación. Barcelona. Bosch</li></ul>
<b>Complementary</b>	

#### Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

Other comments

(\*The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.