



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"> 1. Modifications to the contents 2. Methodologies <ul style="list-style-type: none"> *Teaching methodologies that are maintained *Teaching methodologies that are modified 3. Mechanisms for personalized attention to students 4. Modifications in the evaluation <ul style="list-style-type: none"> *Evaluation observations: 5. Modifications to the bibliography or webgraphy 				

Study programme competences

Code	Study programme competences

Learning outcomes

Learning outcomes	Study programme competences

Contents

Topic	Sub-topic

Planning

Methodologies / tests	Competencies	Ordinary class hours	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	Description	Qualification
Mixed objective/subjective test			50
Supervised projects			30
Workbook			20

Assessment comments

Sources of information



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

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.