

Teaching guide

IDENTIFICATION DETAILS

Degree:	International Relations		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	MAJOR COMMUNICATION MULTINATIONALS		
Type:	Optional	ECTS credits:	6
Year:	3	Code:	7054
Teaching period:	Sixth semester		
Area:	Company		
Module:	Tools of Communication and Legal-Business Management		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	150		

Teaching staff	E-mail
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SUBJECT DESCRIPTION

The syllabus of this course is related to the configuration, organisation and development of the major communications companies. The student will acquire the knowledge necessary for them to understand the basic operation of the communications media sector and the principal elements which define how companies develop and are organised on the international scene. In this way, the course develops the main concepts of the business

structure of the major communications multinationals, the structure and organisation of the audiovisual communications company and the structure and composition of the communications market globally.

GOAL

At the conclusion of this course, students will be able to analyze the role and influence of Mass Media, as well as the main elements defining the development and organization of big media companies in the international landscape/foreign policy.

PRIOR KNOWLEDGE

Important previous knowledges of the International Relations, including International Organizations, and the basic functioning of the Mass Media.

COURSE SYLLABUS

I.Internal Mass Media Organization

- 1.Mass media responsibility
- 2.Mass media use and dependency
- 3.Concern of corporate Ownership of Media Organizations.
- 4.The political economy approach to mass communication

II.Public policy and Mass Media Powers

- 1.Public policy and Mass media
- 2.Do the media shape parties' agenda preferences? Agenda Setting.
- 3.Knowledge culture and power.
- 4.Civil Society, governments and the media.
- 5.Public Relations Function
- 6.The Office of Global Communication

EDUCATION ACTIVITIES

Participation in debates and seminars complementing the knowledge and encouraging the exchange of ideas with the consequent personal enrichment and training.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To acquire the ability to consider and creatively respond to the essential questions as to the whys and wherefores, and the consequences of human, social, political and economic events of global society.

To acquire the ability to present and discuss conflicting ideas, thereby generating meeting forums for individuals or social groups from different countries and cultures.

To be able to generate public opinion and build bridges with the various social sectors, allowing for the formation and dissemination of a message and culture for the benefit of humankind, conveying values based on the search for truth and common good.

To understand the dynamics of personal development through skills in communication, research, critical and

creative thought, consideration and execution of action plans, and teamwork in the academic and professional spheres.

To develop personal leadership focussing on communication and mediation in the context of international relations.

To be able to apply group work with common objectives, fostering the analysis and pooling of various approaches.

Specific skills

To be familiar with and assess the current world scenario with regard to decision-making bodies, stakeholders and institutions.

To be able to coordinate, manage, supervise and carry out international studies and projects to provide proposals for improvement and measures to help solve various problems from a diplomatic, business, legal and communication perspective.

To be familiar with the structure, operation and management of international governmental and non-governmental organisations.

LEARNING RESULTS

To understand the structure and management of international organizations and NGO.

To be able to coordinate, manage, assess and develop international projects to bring proposals and solutions in the areas of diplomacy, entrepreneurship, judiciary and communication.

To know and value the current world landscape and its relationship with its different actors, institutions and decision making organizations.

LEARNING APPRAISAL SYSTEM

Final exam: 50%.

Assignment related to the seminar of the IR Degree: 10%.

Participation: 10%.

Essays, group presentations, other assignments: 30%.

Students need a 5/10 points to pass the final exam.

Students with academic EXEMPTION: same percentages. But the 10% will be obtained with tutorials.

EXTRAORDINARY EXAMINATION: students who have not done the ordinary exam or failed it will maintain their qualification except for the exam's (50%) which they will have to repeat.

A student can obtain the exemption because of its work, incompatible schedules, illness or other reason considered by the Head of the Degree. The student must previously present a formal petition to the Academic Coordination bringing all the documents needed. Once the exemption is obtained, it will be notified to both the teacher and the student.

Students repeating the subject and UFV foreign exchange students do not need an academic exemption in case they can not attend classes. In any case the student is responsible of the following of the subject as well as all aspects related with its qualification.

Plagiarism: students are obliged to observe the basic and elemental rules of authenticity in all academic activity and tests. A student using illegitimate means in a test, commits plagiarism, or attributes himself falsely the authority of an academic work, will be sanctioned following the Evaluation Code and the University rules.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

John A. Fortunato. Making media [electronic resource] :the influence of constituency groups on mass media / Mahwah, N.J. :Lawrence Erlbaum Associates,2005.

editado por Karen Ross and Stuart Price. Popular media and communication :essays on publics, practices, and processes / Newcastle, UK :Cambridge Scholars Pub.,2008.

Additional

Marcel Danesi. Dictionary of media and communications / Armonk, N.Y. :M.E. Sharpe,2009.

Nick Stevenson. Understanding media cultures: social theory and mass communication / 2ª ed. London :Sage,2002.

Paul Jones and David Holmes. Key concepts in media and communications / 2011.

José Luis Martínez Albertos. La información en una sociedad industrial: función social de los mass-media en un universo democrático / 2ª ed. aum. Madrid :Tecnos,1981.