

Medios de comunicación y sociedad en España (The Media and Society in Spain), Intermediate Level

3 credits (45 contact hours)

*This course is taught in Spanish. It is offered during the regular semester only and not as an intensive course.

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Description:

The course intends to show the functioning and structure of the media in Spain. Class sessions will alternate theory and practice in order to reflect on the general communication system and its peculiarities, and there will be visits to the most important media centers in Barcelona. The course will give a historical and current, critical and reflexive point of view on the role of the communication media in contemporary Spanish society, and future perspectives on the burst of new technologies. The knowledge of the functioning of the media is essential to all citizens in the present-day modern societies.

Methodology:

Sessions will combine theoretical classes with debates, journalistic analysis of the current situation (showing of radio and television news programs, critical review of the newspapers...), viewings of movies related to journalism and communication, visits to the editorial offices of the media and attendance to television programs.

Please note that class will meet twice a week (Mondays and Wednesdays), and we will also have four class field trips, each of which lasts about 2-3 hours: a visit to the *La Vanguardia* newspaper, a visit to the *COM Rádío* broadcasting station, a visit to *La Malla*, and a visit to TV3 (Catalunya's television station).

Language of Instruction:

The course will be taught in Spanish. The showing of audiovisual documents will also be in Spanish and subtitled in English when possible.

Grading:

The final grade will take into consideration class participation, exercises accomplished, and the final exam.

Content:

*Designates that class session is 2 hours long.

**Designates that class session is 3 hours long.

Session 1: Overview of the course. Syllabus. Objectives and grading method.

Session 2: Press, radio and television models.

Session 3: Current panorama of journalism and communication in Spain.

Session 4: Organization of editorial staffs.

Session 5: Visit to the editorial office of the paper La Vanguardia.*

Session 6: History of journalism in Spain I. Origins, consolidation and fulfillment.

Session 7: Information sources.

Session 8: History of journalism II. Franco's regime and The Transition. The Spain of multiple nations and the communication media.

Session 9: Writing techniques. Selection and organization into hierarchy.

Session 10: Visit to the radio station COM Ràdio.*

Session 11: Writing practices. Structures of news and headlines.

Session 12: Professional routines.

Session 13: Visit to the editing offices of the electronic newspaper La Malla.*

Session 14: Showing of the movie: The Front Page.

Session 15: Genres in communication media (Entertainment, fiction and publicity)

Session 16: Journalistic genres in Spanish media. Models of newspapers.

Session 17: Radio workshop. Writing techniques for radio.

Session 18: Radio workshop. Program production.

Session 19: Radio workshop. Script writing.

Session 20: Visit to Televisió de Catalunya (TV3).**

Session 21: Radio workshop. Elaboration of informative products.

Session 22: Radio workshop. Recording the program.

Session 23: Classification of audiences and measurement systems.

Session 24: Programming: from de paleo-television to the neo-television.

Session 25: Deontology in Spanish communication media (I). Legislation and principles.

Session 26: Deontology (II). Ethical treatment of groups. Practical cases.

Session 27: Final Exam.

Session 28: Comments on the exam and course evaluation.

*This session will last 2 hours.

** This session will last 3 hours.