

Spanish Society & Media

[Versión en Español](#)

<u>Mònica Figueras</u> monica.figueras@upf.edu Office: 90-435	<u>Marcel Mauri</u> marcel.mauri@upf.edu Office: 90-428
<u>Sergi Cortiñas</u> sergi.cortinas@upf.edu Office: 90-437	<u>Carles Pont</u> carles.pont@upf.edu Office: 90-423

Description and objectives:

The course intends to show the functioning and structure of the media in Spain. For that purpose, 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 in Barcelona. The course will give a historical and current, critical and reflexive point of view on the role of the communication media of the 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 current 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...), showing of movies related with journalism and communication, visits to the editorial offices of the media and attendance to television programs.

Language of instruction:

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

Evaluation:

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

Content:

Session 1: Course presentation. Program. Objectives and evaluation 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 fulfilment.
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 paleotelevision to the neotelevision.
Session 25: Deontology in Spanish communication media (I). Legislation and principles.
Session 26: Deontology (II). Ethical treatment of collectives. 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.