



## IDENTIFYING DATA

### Political Science: Audiovisual public policies

Subject	Political Science: Audiovisual public policies			
Code	P04G070V01303			
Study programme	(*)Grao en Comunicación Audiovisual			
Descriptors	ECTS Credits 6	Choose Basic education	Year 2nd	Quadmester 1st
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Ricoy Casas, Rosa María			
Lecturers	Martinez Arribas, Fernando Ricoy Casas, Rosa María			
E-mail	rricoy@uvigo.es			
Web				
General description	The matter pretends to approximate to the student to the process of preparation, development and evaluation of the *Políticas Publish of the Audiovisual in the European contexts, Spanish and Galician, facilitating him a vision *holística of the process and facilitating him elements of understanding of the incident in the audiovisual sector of the political action and of government			

## Competencies

Code	
B1	Knowledge of the essential characteristics of communication, its elements and its results.
B2	Knowledge of the political and social reality of the world in the era of global communication.
B4	Ability to present the results of academic works in written and oral forms and through audiovisual and computing means, according to the standards of communication disciplines.
B5	Knowledge of the constitutional values, ethical principles and deontological norms applicable to audiovisual communication, particularly those pertaining to equality between men and women, non-discrimination of people with disabilities and non-sexist uses of women's images in mass communication media.
C6	Knowledge of the public policies of promotion and regulation in the field of audiovisual production and distribution at European, national and autonomic levels of governance.
D1	To understand the importance of technological, economic and social changes in the development of audiovisual projects.
D5	To understand the importance of upholding a shared respect for the different people and peoples of the planet, for universal values of education, culture, peace and justice, for human rights, equality of opportunities and non-discrimination on the basis of gender, sexuality, race or religion.
D6	To understand the necessity of preserving the linguistic, audiovisual and cultural heritage of Galicia.

## Learning outcomes

Expected results from this subject	Training and Learning Results		
Gather and interpret information and relative data the politics publish of the audiovisual and argue and defend positions respect to these public politics and value the impact that these have in the society and specifically in the strategies developed by the different actors involved in the same.	B1 B2 B5	C6	D1 D6
Present of form adapted the results of the academic works of oral way or by audiovisual or computer means according to the canons of the disciplines of the communication	B4		
Identify and describe the public politics of promotion and regulation of the production and audiovisual distribution in the European fields, national and autonomic, as well as the legal and financial conditions for his obtaining	B1 B2 B5	C6	D1

Identify the main actors that participate in the public politics of the audiovisual in the different instances and fields	B1 B2 B5	C6
Develop the capacity of work in team.	B4	
Communicate the own ideas in the resolution of tasks and exercises proposed.		
Comprise and argue the need of conservation of the cultural and audiovisual heritage of Galicia and of the world		D5 D6
Interpret the iconic messages like product of the conditions *sociopolíticas and cultural of a determinate historical period		D1 D5

## Contents

### Topic

-Theoretical concepts related to mechanisms institutional and legislative impact on the audiovisual and communication sector.	1.1 Definition of public policies 1.2 Institutional framework and networks of actors 1.3 Phases of a public policy: - Definition of the problem: public organization - Design and elaboration: decision making and establishment of the objectives; Implementation: Top-down and Bottom-up perspectives; Policy evaluation; etc
-Policy Analysis, programs and institutions in the audiovisual sector, with special emphasis on European, Spanish and Galician policies.	
-Learning for the knowledge of basic elements of approach requests for funding assistance for the production and distribution of a Project audiovisual in the European Union, Spain and Galicia	

I. Block:-Public Politics: Definitions, process and phases.

II. Block:

-Audiovisual public politics: evolution and scope	2.1. PUBLIC AUDIOVISUAL POLICIES 2.1.1 Characteristics of the audiovisual sector 2.1.2 Areas of action of public policies 2.1.3 Audiovisual policies and their functions  2.2-CONTEXT OF AUDIOVISUAL COMMUNICATION POLICIES 2.2.1 Communication systems and structures 2.2.2 Information Society and Communication Policies. The European Union model 2.2.3 New framework in communication policies: actors and strategies
III. Block:	3.1.-THE EUROPEAN UNION
-Political audiovisual of the European Union.	3.1.1 Definition of the European Union: The EU Political System 3.1.2 Evolution of the European integration process from the Treaty of Rome to the draft EU Constitution 3.1.3 Main institutions of the EU: Commission, Council of Ministers,European Parliament. Other participating actors 3.1.4 Decision-making process in the EU.  3.2.- EUROPEAN AUDIOVISUAL POLICY. 3.2.1 Transcendence of the European audiovisual sector 3.2.2 Chronology of the European Audiovisual Policy 3.2.3 Pillars of the European Audiovisual Policy. Support mechanisms: The Media Programs. The cultural exception. 3.2.4 Principles and guidelines of the European Audiovisual Policy

IV. Block:

-The Spanish audiovisual politics.	4. SPANISH AUDIOVISUAL POLICY 4.1 Transposition of European regulations into the Spanish audiovisual context 4.2 Institutions participating in audiovisual policy: Main actors 4.3 The Law of Television 4.4 Cinema policy in Spain
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V. Block:

- Political audiovisual Galician.	5 To Audiovisual Politics of the Xunta de Galicia
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## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	30	48	78
Mentored work	10	25	35

Case studies	5	20	25
Debate	4	4	8
Introductory activities	1	3	4

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

Methodologies	
	Description
Lecturing	Teaching the thematic content of the different epigraphs referenced in the contents of the matter. The teacher will use the audiovisual media available in the classroom as support.
Mentored work	Work presentation supervised by the teacher on the subject contents, especially those referring to the process of design, execution and evaluation of the public policies of the audiovisual.
Case studies	Defense and study of cases that illustrate the implementation of the Public Policies of the audiovisual and discussion of the most relevant topics of the subject.
Debate	Preparation and conduct of debates in the classroom in which students demonstrate their analytical and creative capacity in relation to those issues that are likely to be approached from various positions and treatments in terms of public audiovisual policies. Special attention will be given to the various approaches that public audiovisual policies can take on issues such as language protection, gender equality, child protection, privatization of public broadcasting services and similar ones.
Introductory activities	Presentation of the subject and its various epistemological approaches. Relevance of knowledge of public policies for the audiovisual professional.

### Personalized assistance

Methodologies	Description
Mentored work	The teacher will help the students in solving doubts and answering questions related to the work presentation
Case studies	Case studies with professor supervision

### Assessment

	Description	Qualification	Training and Learning Results		
Lecturing	Continuous evaluation: Activities and practices, and / or Test to evaluate the acquired skills of students that includes 20 Closed questions with four answer options: a) b) c) d), of which only one answer is correct. For every 2 wrongly answered questions a good question will be subtracted. Unanswered questions (blank) do not compute.	60	B1 B2	C6 D5 D6	D1
Mentored work	Tutored/directed work on the contents of the subject	40	B4 B5	C6 D5 D6	D1

### Other comments on the Evaluation

The second call (June / July) will consist of the same criteria indicated for the ordinary call or first call.

This subject is English Friendly, which implies the following commitment: The subject is taught in Spanish but the teacher translated the teaching guide into English; Materials and bibliographical references will be provided for the monitoring of the subject in English; English tutoring will be attended; English tests and assessments will be designed and implemented (all this will be done if the international student demands it).

### Sources of information

#### Basic Bibliography

#### Complementary Bibliography

ABAD, L, **El servicio de televisión ante el siglo XXI**, Dykinson, 1999

GOMA, Richard; SUBIRATS, Joan, **Políticas públicas en España. Contenidos, redes de actores y niveles de gobierno**, Ariel, 1998

COMISIÓN EUROPEA, **Libro Verde sobre la convergencia de los sectores de telecomunicaciones, medios de comunicación y tecnologías de la información y sobre sus consecuencias para la reglamentación**, Comisión Europea, 1997

CONSELL DE L'ÀUDIOVISUAL DE CATALUNYA,, **La definició del model de servei públic al sector de l'àudiovisual**, CAC, 2001

COMISIÓN EUROPEA,, **La era digital y la política audiovisual europea. Informe del grupo de alto nivel de política audiovisual**, Comisión Europea, 1998

VENTURA FERNÁNDEZ, R, **La televisión por cable en España**, UAB, 2001

TORNOS MAS, Joaquín, **Las autoridades de regulación de los audiovisual**, Marcial Pons, 1999

AAVV, **Informe del Grupo de alto nivel de política audiovisual**, COMISION EUROPEA, 1999

GARCIA CASTILLEJO, Ángel, **El Consejo Audiovisual de España.**, Fundación Alternativas, 2002

CRUSAFONT, Carmina, **El nuevo enfoque de la política audiovisual de**, Revista Latina de Comunicación Social, 1999

BUSTAMANTE, Enrique, **Impacto social del nuevo escenario audiovisual: retos y riesgos en la era digital**, Area Abierta revista de Comunicacion social,

ABUÍN VENCES, Natalia, **Las ciudades digitales: un nuevo reto para las Administraciones Públicas españolas**, Area Abierta revista de Comunicacion social,

ALBORNOZ, Luis Alfonso, **Televisiones públicas autonómicas en España y normalización lingüística. El caso de Telemadrid: una cadena autonómica singular**, Area Abierta revista de Comunicacion social,

ARRIAZA IBARRA, Karen, **La transformación de los medios públicos europeos en la nueva era digital**, Area Abierta revista de Comunicacion social,

ARINO, Monica, **La regulación audiovisual en la era digital**, IDP,

ALBORNOZ, L.A.; GARCIA T.L., **Audio-Visual Industries and Diversity**, Routledge, 2019

TOMAS, G.; HUMPHREYS, P., **Audiovisual Regulation under Pressure**, Routledge, 2013

## Recommendations

### Subjects that continue the syllabus

Structure of the audiovisual system/P04G070V01601

### Subjects that are recommended to be taken simultaneously

Law: Communication law/P04G070V01301

Company: Direction and management of audiovisual companies/P04G070V01302

## Contingency plan

### Description

=== EXCEPTIONAL PLANNING ===

Given the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University of Vigo establishes an extraordinary planning that will be activated when the administrations and the institution itself determine it, considering safety, health and responsibility criteria both in distance and blended learning. These already planned measures guarantee, at the required time, the development of teaching in a more agile and effective way, as it is known in advance (or well in advance) by the students and teachers through the standardized tool.

=== ADAPTATION OF THE METHODOLOGIES and EVALUATION ===

All methodologies, evaluation, etc. of this subject, it could be done 100% online, through (FAITIC). From the first day of class in September 2020, all the information will be available on Faitic, so in case of returning to an online stage, there will be no more modifications than to eliminate the presentiality (face-to face explanations/classroom teaching) to online teaching. The same for evaluation.

Mechanism for student attention (tutorials): Virtual office 2146 at the Remote Campus of Uvigo, and email: rricoy@uvigo.es