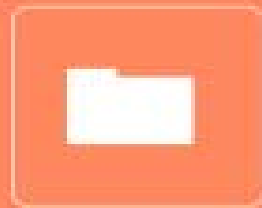
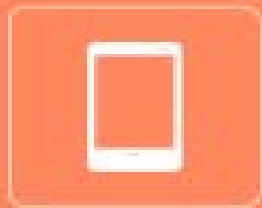


# comunicar



A dónde va la formación en  
comunicación

comunicar



Dónde estamos en comunicación



**LA IMPRENTA**  
1440



**LINOTIPO**  
1886



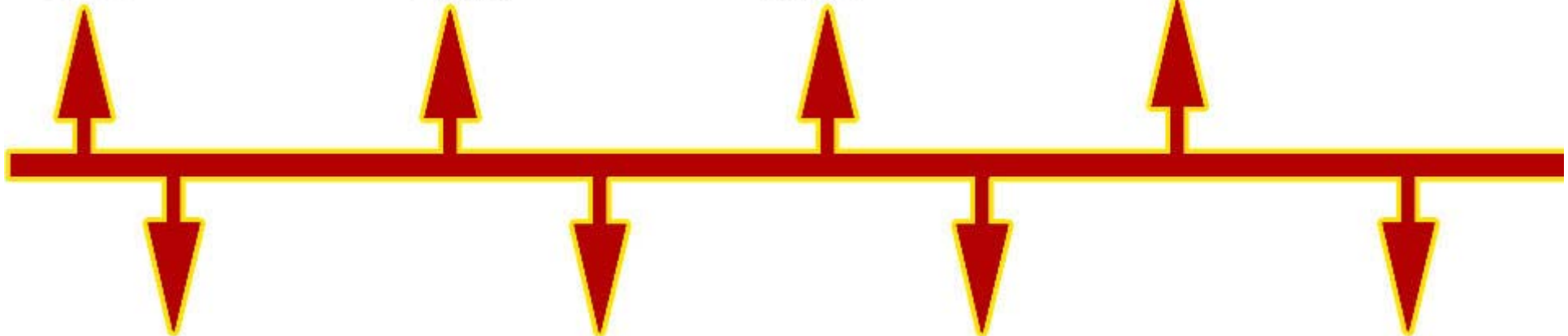
**LA RADIO**  
1908



**LA INTERNET**  
1991



**FACEBOOK**  
NACIÓ EN 2004



**1702**  
1er Periodico  
Origen: Inglaterra

**EL CINE**  
1890



**LA TELEVISIÓN**  
1927

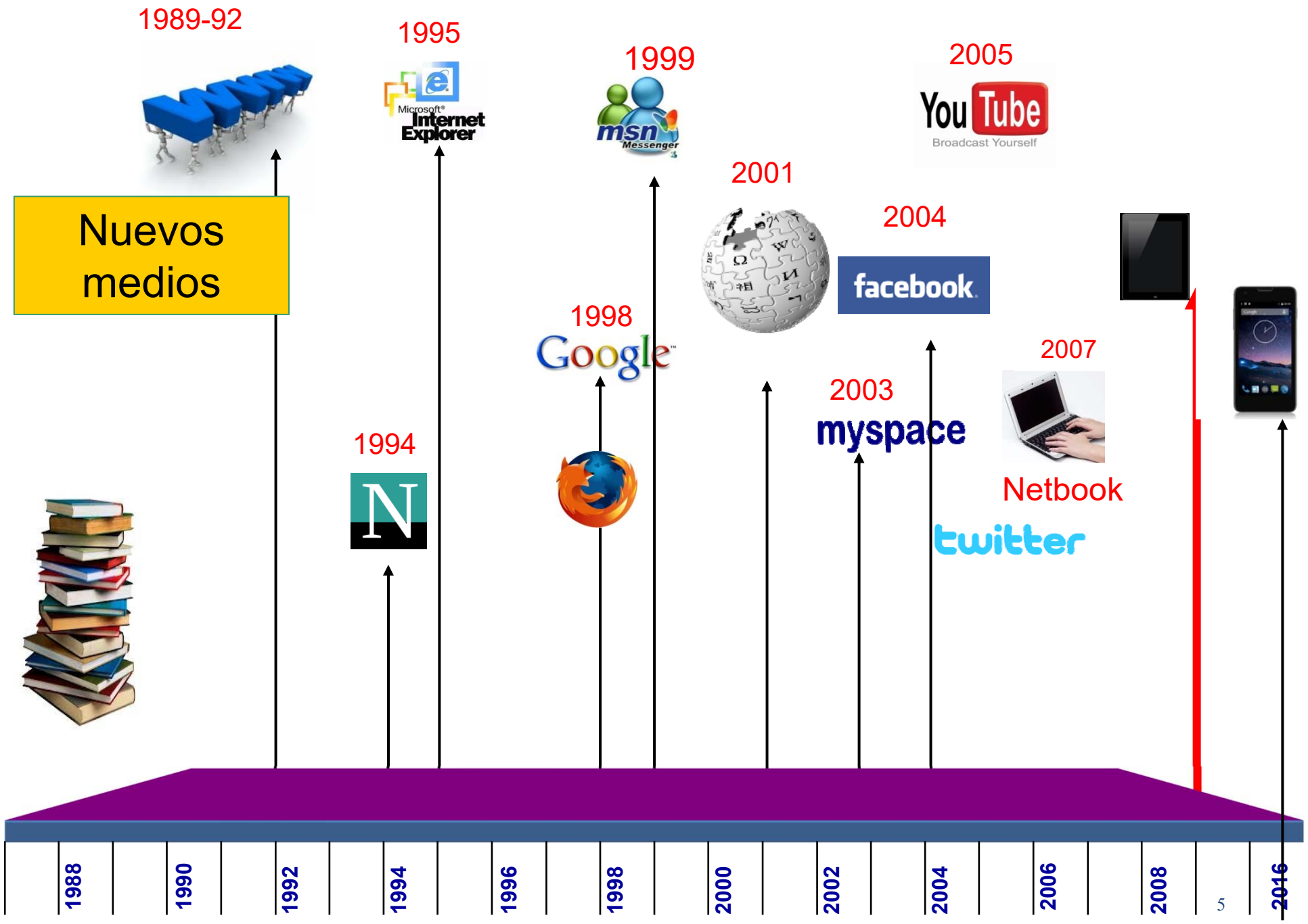


**NACE LA PRENSA DIGITAL**  
1992  
BLOGS BITACORAS



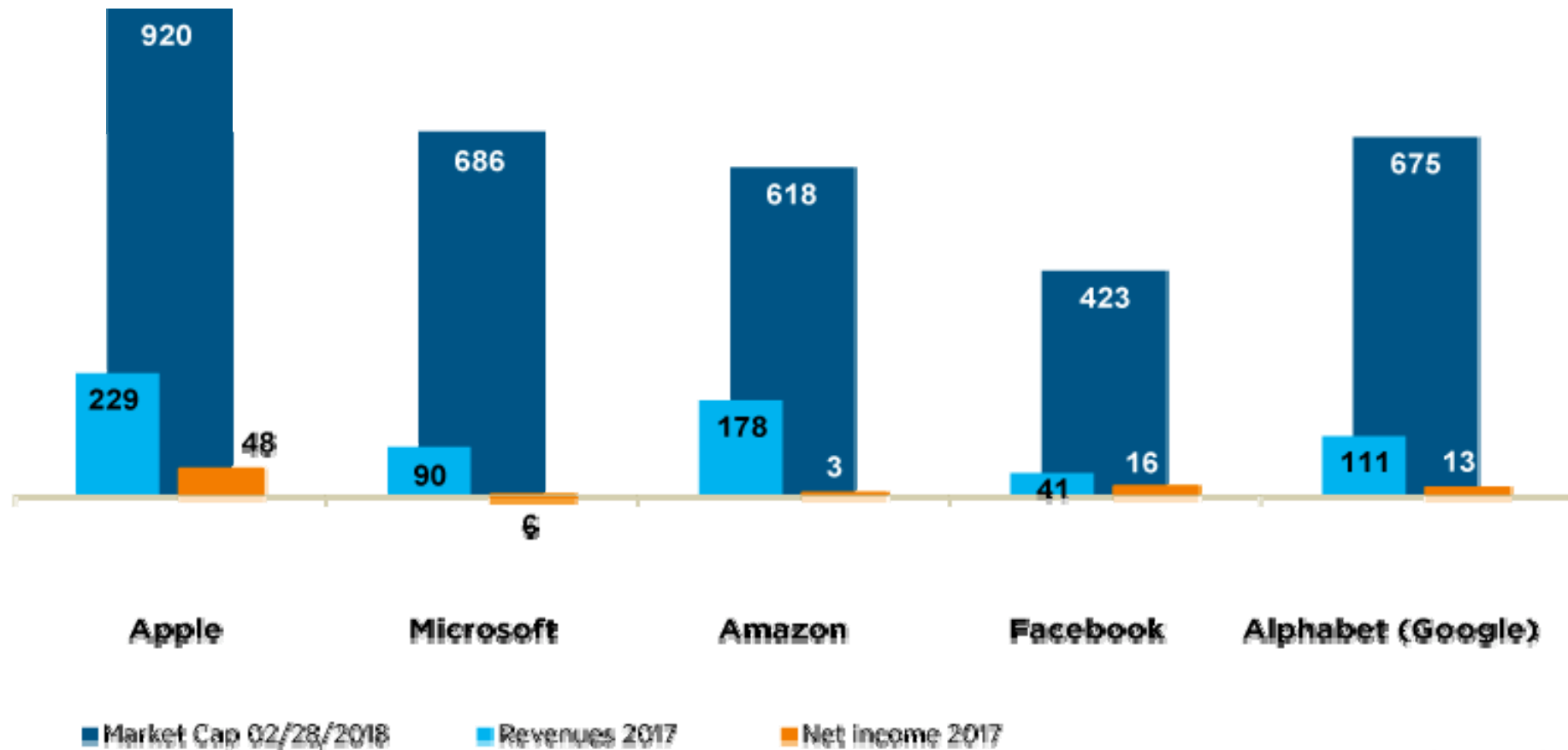
**4TA REVOLUCIÓN**







## Las grandes plataformas digitales



Sources: MSCI et Statista, Amundi Research

comunicar



Dónde surgen problemas



# Problemas emergentes

- Injerencias en la esfera pública
- Algoritmos y Big Data
- Noticias falseadas
- Declive del periodismo público
- Espectacularización de la información





**Russian hackers**

Roban miles de emails de los Demócrtas y se los envían a Wiki Leaks



**Julian Assange**  
Wikileaks

Publica los emails recibidos de los Hackers rusos

Comunica directamente con los asesores de Trump



**Roger Stone**  
Asesor de Trump



**Donald Truump**

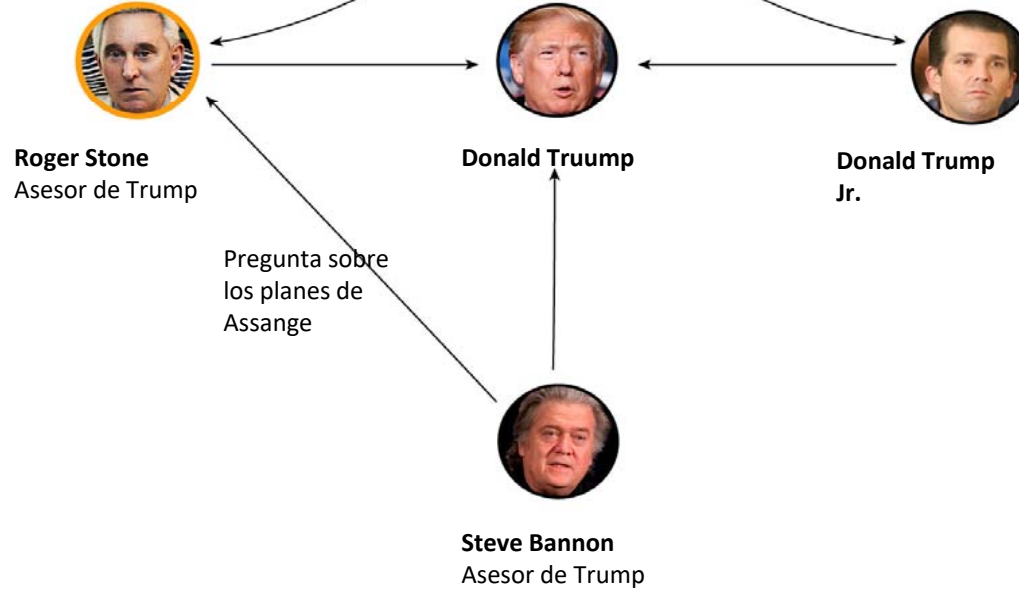


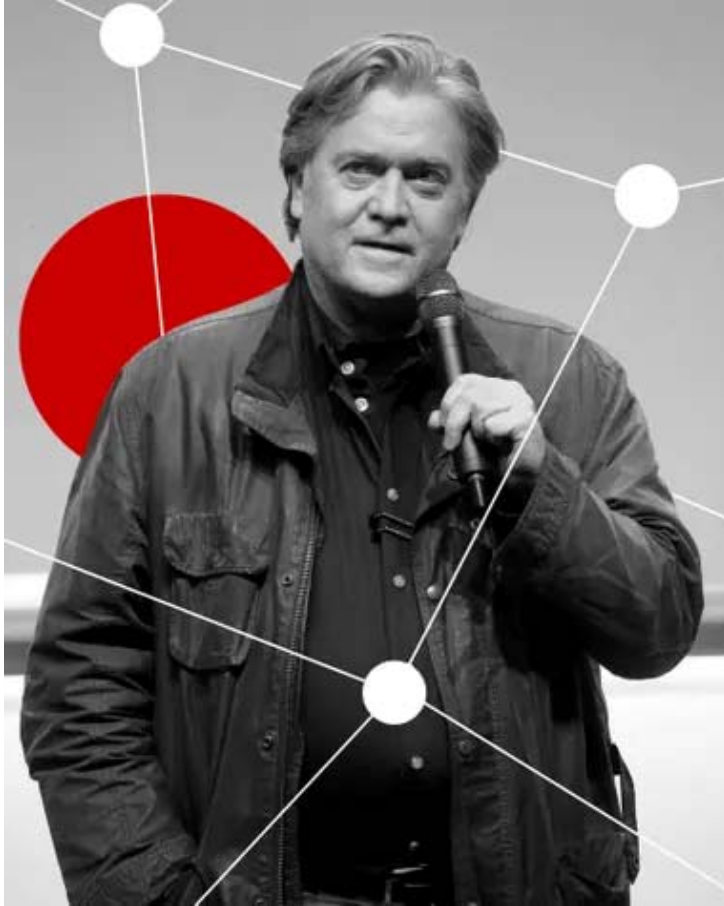
**Donald Trump Jr.**

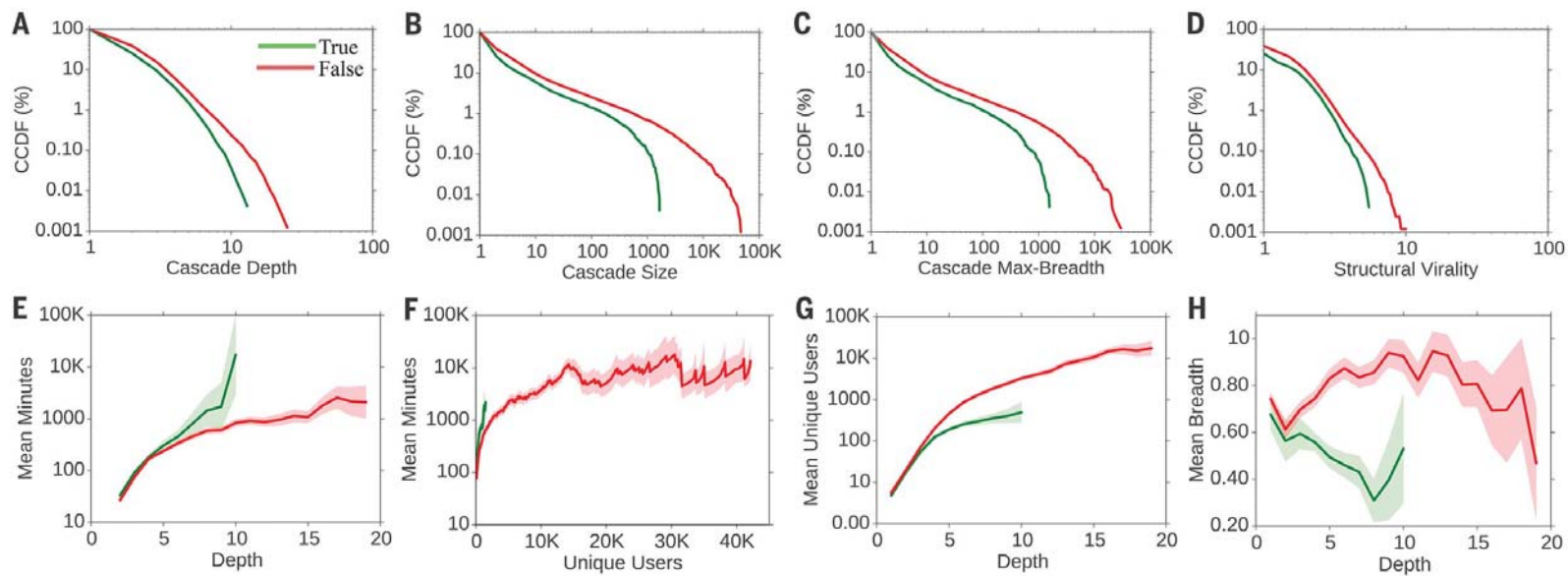


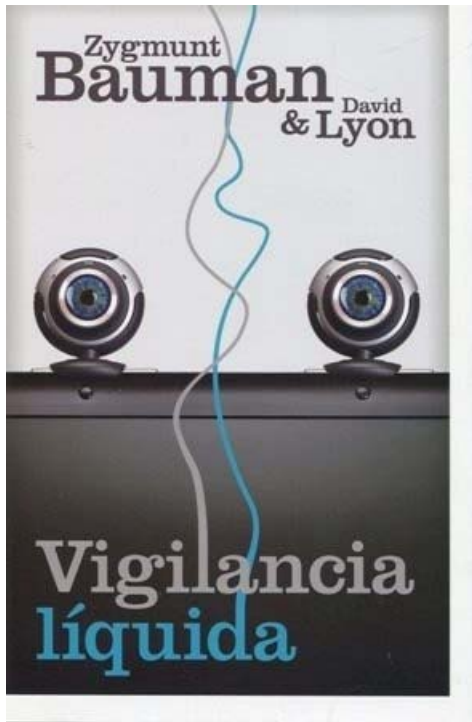
**Steve Bannon**  
Asesor de Trump

Pregunta sobre los planes de Assange









# JOURNALISM, ~~'FAKE NEWS'~~ & DISINFORMATION

Download your free copy of  
UNESCO's new handbook for  
Journalism Education and Training

[en.unesco.org/fightfakenews](http://en.unesco.org/fightfakenews)

#FightFakeNews



## European High Level EXPERT GROUP ON FAKE NEWS



39 members



Experts from civil society, social media  
platforms, news media & academia



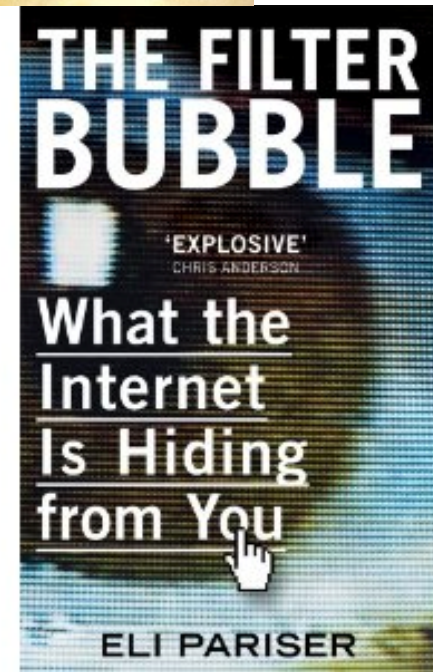
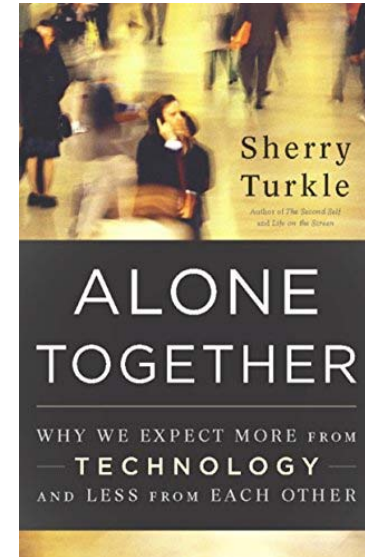
Objective: advice the Commission  
on tackling fake news

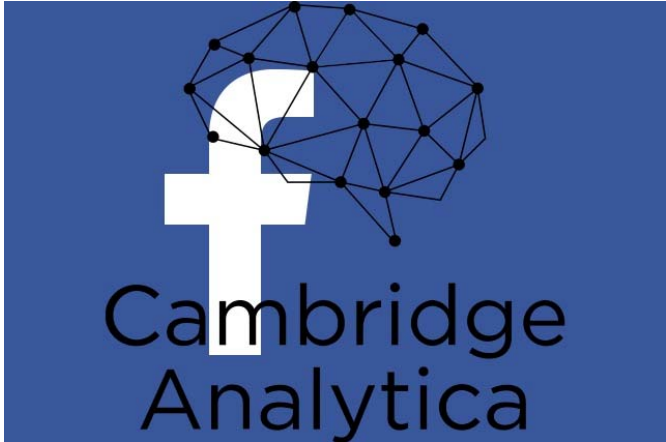


First meeting on 15 January 2018

#TackleFakeNews  
[bit.ly/tacklefakenews](http://bit.ly/tacklefakenews)







Think:Act Magazine Artificial Intelligence

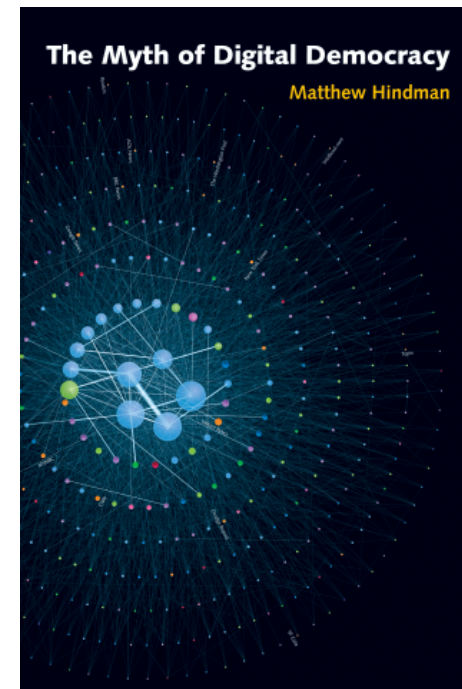
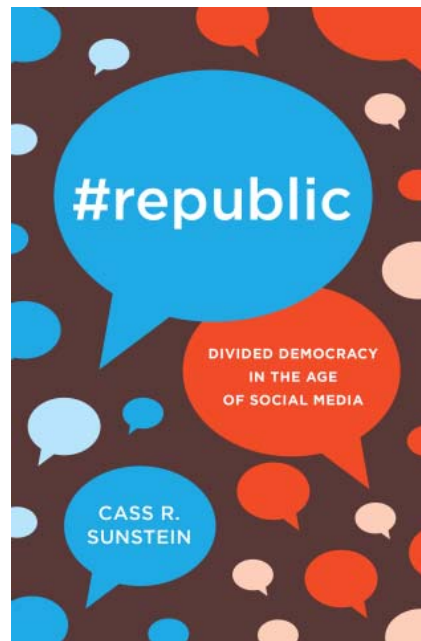
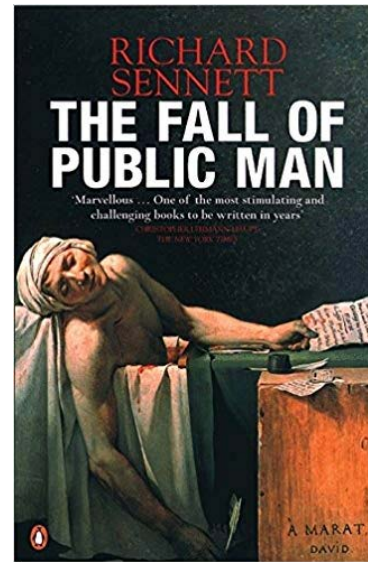
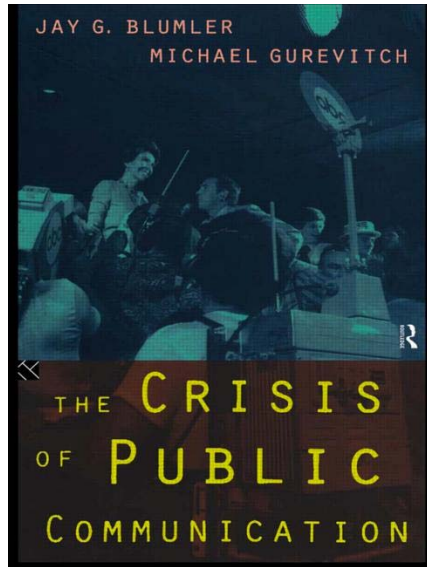
**JOURNALISTS VS.  
ROBOTS - WHO  
WILL BE IN CHARGE  
OF WRITING THE  
NEWS?**

Photo Mungang Kim / The Noun Project

Roland Berger 

The graphic has a bright yellow background with black circuit-like lines and nodes. A white fountain pen nib is positioned vertically in the center-right. The text is arranged in a central column, with the main title in large, bold, black letters on white rectangular backgrounds. The Roland Berger logo is in the bottom right corner.

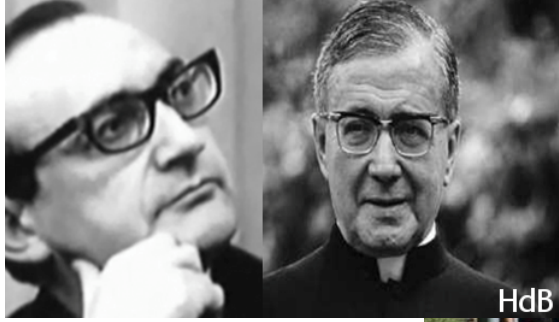


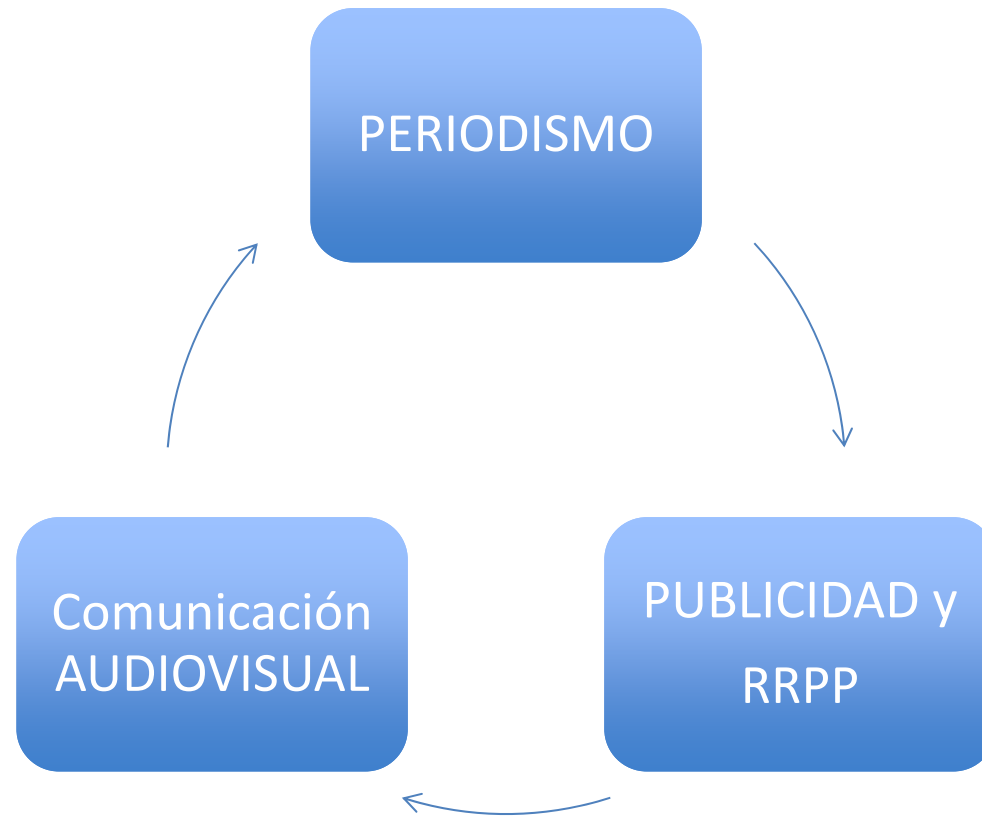


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Dónde estamos en formación







REDACCIÓN

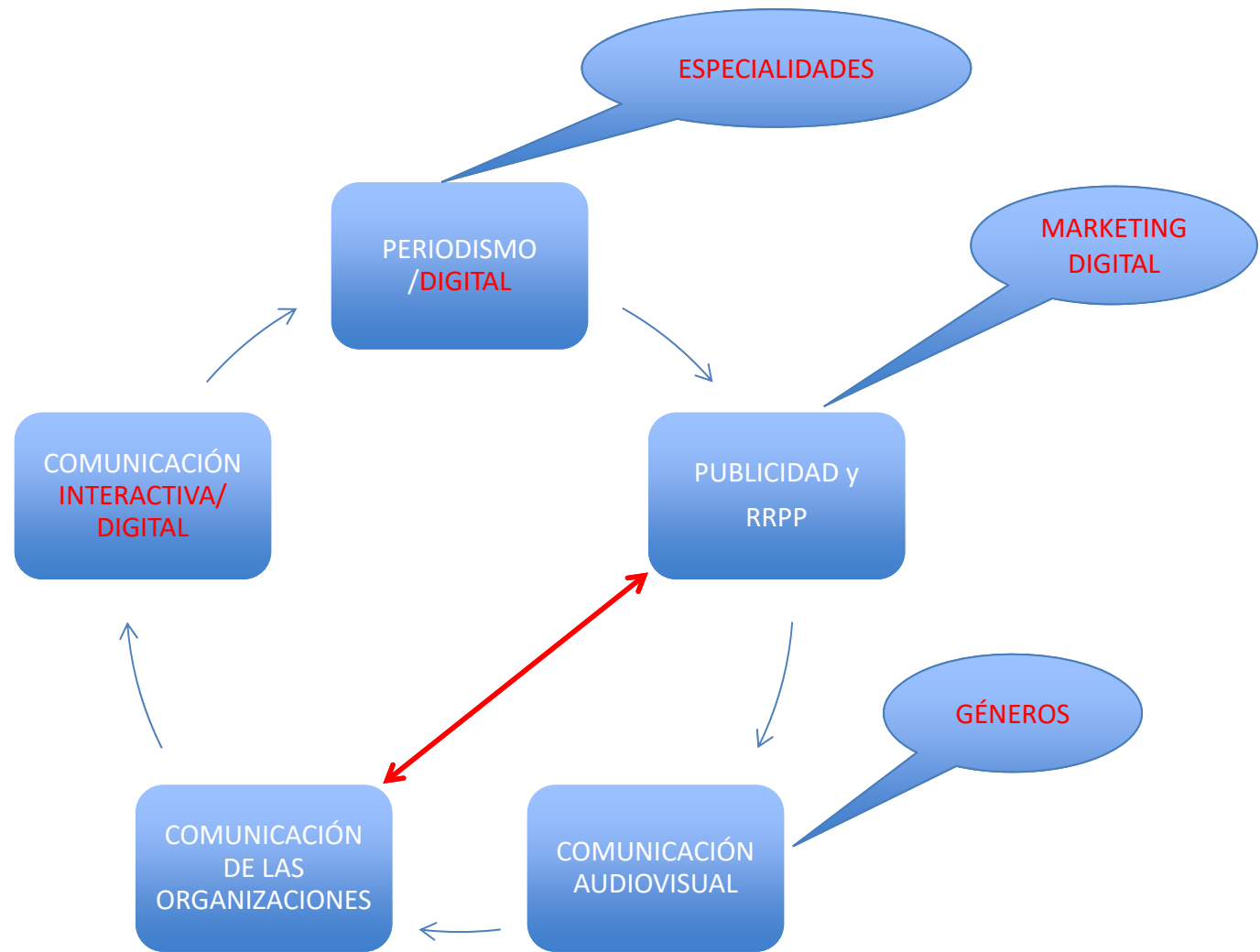
TECNOLOGÍA



TEORÍAS DE LA  
COMUNICACIÓN

CIENCIAS  
SOCIALES





DIGITAL

MULTIMEDIA



PROFESIONAL

TECNOLOGÍA  
DIGITAL



TEORÍAS DE LA  
COMUNICACIÓN

CIENCIAS  
SOCIALES



# Ranking de facultades españolas en el mundo entre 2015 y 2017

- Universidad de Navarra: puesto 40
- Universidad Complutense de Madrid: puestos 51-100
- **Universidad Autónoma de Barcelona**: puestos 51-100
- **Universidad Pompeu Fabra**: puestos 51-100
- **Universidad de Barcelona**: puestos 101-150
- Universidad de Granada: puestos 151-200



4º

|                   | Top 50   | Top 51-100 | Top 101-200 | TOTAL    | %          |
|-------------------|----------|------------|-------------|----------|------------|
| 1º Estados Unidos | 30       | 7          | 29          | 66       | 33,0       |
| 2º Reino Unido    | 6        | 8          | 12          | 26       | 13,0       |
| 3º Australia      | 6        | 3          | 4           | 13       | 6,5        |
| 4º Dinamarca      | 2        | 0          | 2           | 4        | 2,0        |
| 5º Singapur       | 2        | 0          | 0           | 2        | 1,0        |
| 6º Holanda        | 1        | 4          | 3           | 8        | 4,0        |
| 7º Corea del Sur  | 1        | 3          | 0           | 4        | 2,0        |
| 8º Hong Kong      | 1        | 3          | 0           | 4        | 2,0        |
| 9º Finlandia      | 1        | 0          | 1           | 2        | 1,0        |
| 10º Noruega       | 1        | 0          | 1           | 2        | 1,0        |
| 11º Canadá        | 0        | 4          | 7           | 11       | 5,5        |
| 12º Alemania      | 0        | 4          | 5           | 9        | 4,5        |
| <b>13º España</b> | <b>0</b> | <b>3</b>   | <b>4</b>    | <b>7</b> | <b>3,5</b> |
| 14º Japón         | 0        | 2          | 0           | 2        | 1,0        |
| 15º China         | 0        | 1          | 3           | 4        | 2,0        |
| 16º Suecia        | 0        | 1          | 2           | 3        | 1,5        |
| 17º Francia       | 0        | 1          | 1           | 2        | 1,0        |
| 18º Suiza         | 0        | 1          | 0           | 1        | 0,5        |
| 19º Austria       | 0        | 1          | 0           | 1        | 0,5        |
| 20º Nueva Zelanda | 0        | 0          | 4           | 4        | 2,0        |
| 21º Sudáfrica     | 0        | 0          | 3           | 3        | 1,5        |
| 22º Taiwan        | 0        | 0          | 2           | 2        | 1,0        |
| 23º Brasil        | 0        | 1          | 1           | 2        | 1,0        |
| 24º México        | 0        | 0          | 2           | 2        | 1,0        |
| 25º Italia        | 0        | 0          | 1           | 1        | 0,5        |
| 26º Israel        | 0        | 0          | 1           | 1        | 0,5        |
| 27º Argentina     | 0        | 0          | 1           | 1        | 0,5        |
| 28º Chile         | 0        | 0          | 1           | 1        | 0,5        |
| 29º Croacia       | 0        | 0          | 1           | 1        | 0,5        |
| 30º Estonia       | 0        | 0          | 1           | 1        | 0,5        |
| 31º Filipinas     | 0        | 0          | 1           | 1        | 0,5        |
| 32º Rumania       | 0        | 0          | 1           | 1        | 0,5        |
| 33º Rusia         | 0        | 0          | 1           | 1        | 0,5        |
| 34º Eslovenia     | 0        | 0          | 1           | 1        | 0,5        |

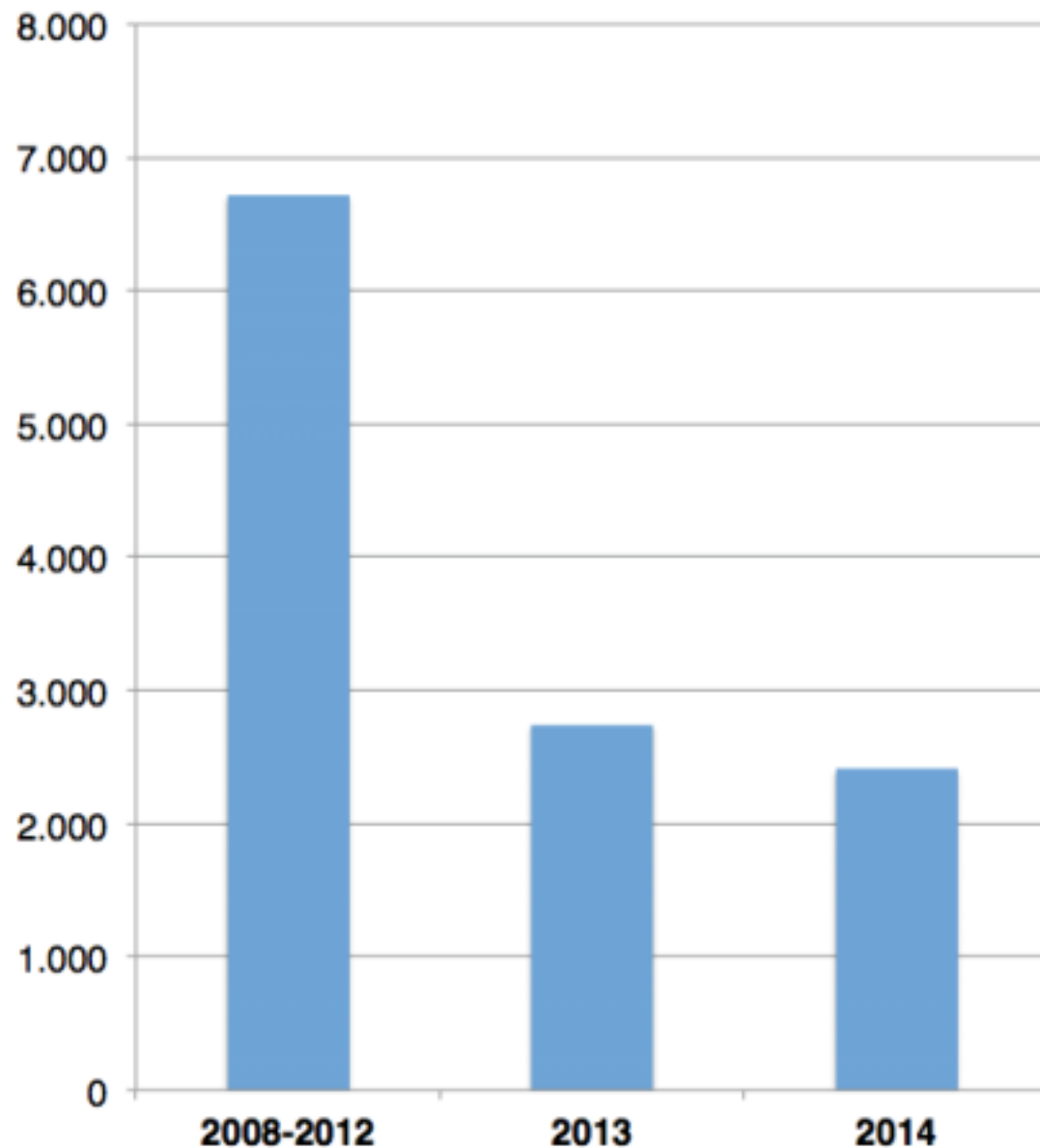
|                 | Top 50 | Top 51-100 | Top 101-200 | Total Top 200 | %    |
|-----------------|--------|------------|-------------|---------------|------|
| 1º Norteamérica | 30     | 11         | 35          | 76            | 38,0 |
| 2º Europa       | 11     | 25         | 53          | 89            | 44,5 |
| 3º Asia         | 4      | 9          | 11          | 24            | 12,0 |
| 4º Oceanía      | 6      | 3          | 4           | 13            | 6,5  |
| 5º Sudamérica   | 0      | 1          | 5           | 6             | 3,0  |
| 6º África       | 0      | 0          | 3           | 3             | 1,5  |

comunicar



Dónde estamos en el sector  
profesional

## Total de empleos de periodistas destruidos



2008-2012 Total destruidos: 6.718

Televisiones: 1.685  
Diarios: 1.814  
Revistas: 1.089  
Grupos: 848  
Radios: 298  
Gratuitos: 553  
Digitales: 244  
Agencias: 187

2013 Total destruidos: 2.745

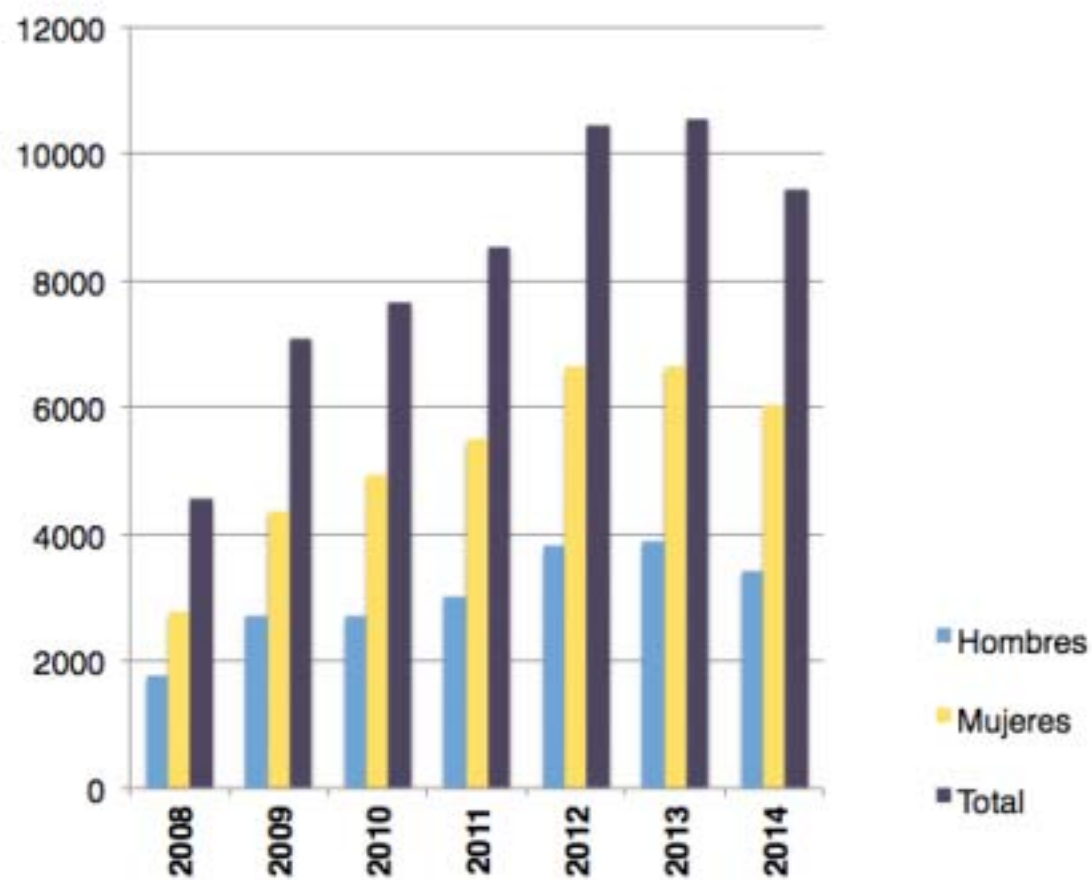
Televisiones: 1.144  
Diarios: 532  
Revistas: 346  
Grupos: 313  
Radios: 332  
Gratuitos: 6  
Digitales: 64  
Agencias: 8

2014 Total destruidos: 2.412

Televisiones: 1.165  
Diarios: 224  
Revistas: 112  
Grupos: 254  
Radios: 156  
Gratuitos: 0  
Digitales: 48  
Agencias: 3

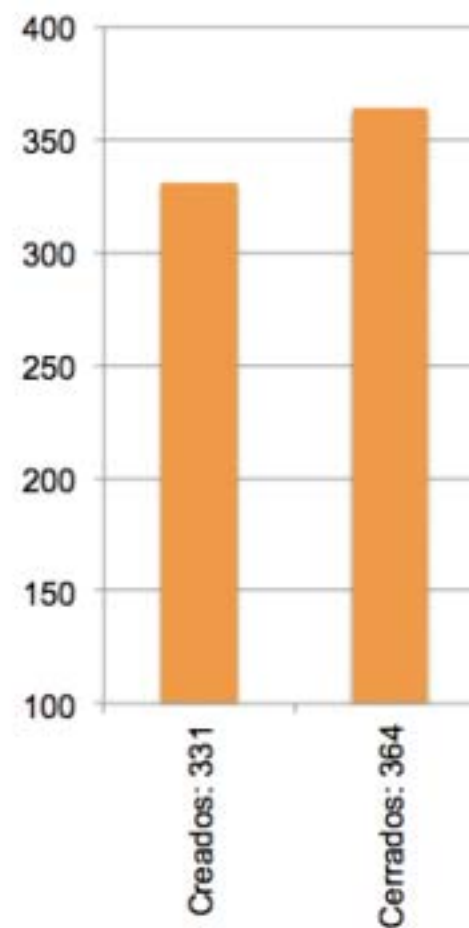
Fuente: Informe de la Profesión Periodística 2014 de la APM

## Periodistas parados



Fuente: Informe de la Profesión Periodística 2014 de la APM

## Medios creados y destruidos de 2008 a 2014



## In the past decade, newspaper journalists have declined steeply while journalists at digital-only publishers have tripled

# of reporters or editors employed by...

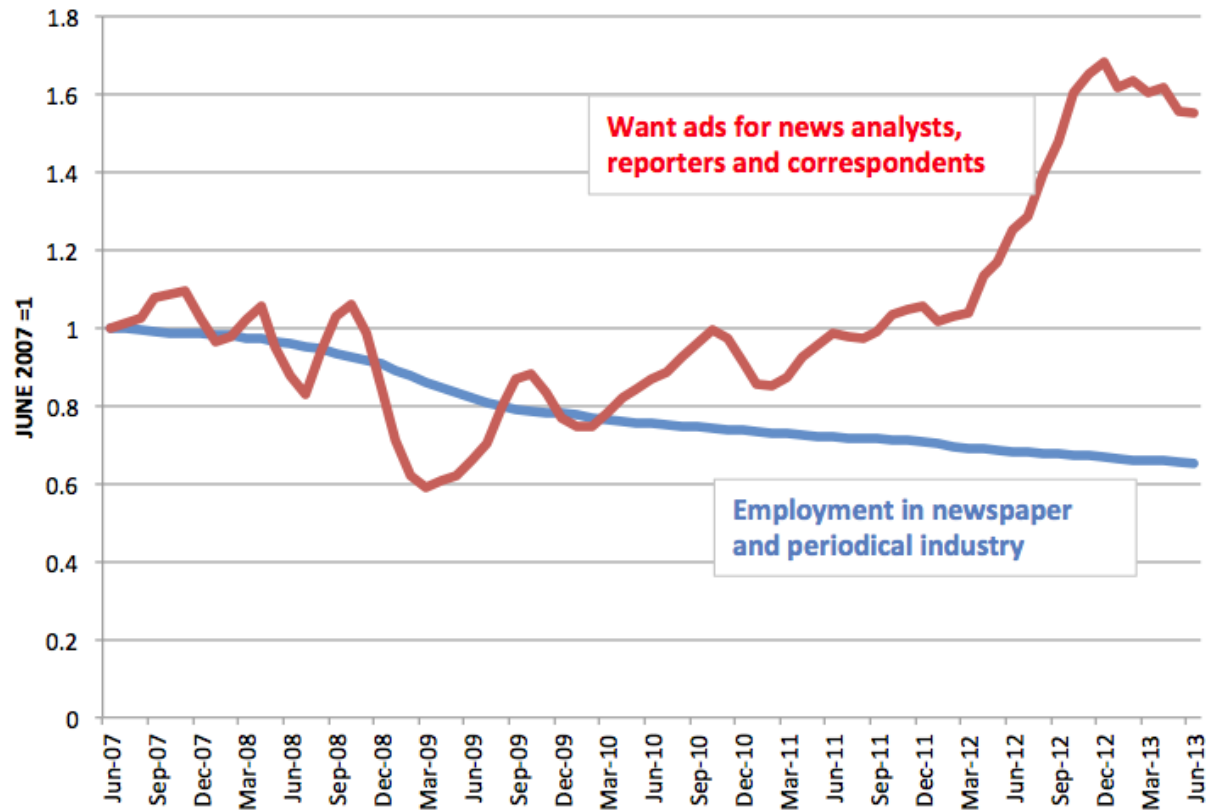


Note: Figures include full and part-time employees but not self-employed workers.

Source: US Bureau of Labor Statistics Occupational Employment Statistics.

# Print Journalism Industry Shrinks, Demand for Journalists Rises

Employment in newspaper and periodical industry  
versus help-wanted ads for news analysts,  
reporters, and correspondents  
(June 2007 =1)



Data: BLS, The Conference Board, Progressive Policy Institute, South Mountain Economics.  
Based on 3-month moving average

## Tasas de actividad por sector del nivel de formación alcanzado y sexo

Porcentaje

2014

|   | Ambos sexos  | Varones      | Mujeres      |
|---|--------------|--------------|--------------|
| <b>TOTAL</b>  | <b>59,60</b> | <b>65,83</b> | <b>53,67</b> |
| 48 Informática  | 90,43        | 91,50        | 86,81        |
| 64 Veterinaria  | 90,07        | 84,59        | 96,61        |
| 85 Protección del medio ambiente                            | 89,62        | 89,16        | 90,17        |
| 32 Periodismo e información                                 | 88,93        | 89,41        | 88,46        |
| 44 Ciencias físicas, químicas y geológicas                  | 84,15        | 81,61        | 87,00        |
| 46 Matemáticas y estadística                                | 83,39        | 79,21        | 87,87        |
| 62 Agricultura, ganadería y pesca                           | 82,21        | 83,40        | 79,34        |
| 38 Derecho  | 82,14        | 81,50        | 82,73        |
| 52 Mecánica, electrónica y otra formación técnica           | 81,97        | 82,10        | 79,67        |
| 81 Servicios personales                                     | 81,37        | 85,33        | 79,78        |
| 76 Servicios sociales                                       | 81,28        | 84,74        | 80,55        |
| 72 Salud  | 81,09        | 82,56        | 80,64        |
| 58 Arquitectura y construcción                              | 80,94        | 80,74        | 81,54        |
| 34 Enseñanza comercial y administración                     | 80,61        | 83,44        | 79,09        |
| 31 Ciencias sociales y del comportamiento                   | 78,66        | 71,62        | 82,86        |
| 42 Ciencias de la vida                                      | 76,57        | 76,06        | 76,81        |
| 21 Artes  | 75,50        | 77,45        | 73,61        |
| 22 Humanidades  | 74,44        | 75,39        | 73,89        |
| 54 Industria manufacturera y producción                     | 73,48        | 73,64        | 73,07        |
| 14 Formación de personal docente y ciencias de la educación | 72,28        | 69,39        | 73,15        |
| 86 Servicios de seguridad                                   | 68,50        | 65,41        | 86,25        |
| 84 Servicios de transporte                                  | 68,03        | 62,92        | 95,92        |
| 01 Programas de formación básica                            | 49,35        | 57,89        | 41,06        |
| 9 Sectores desconocidos, no especificados o no aplicable    | 19,00        | 31,46        | 12,25        |



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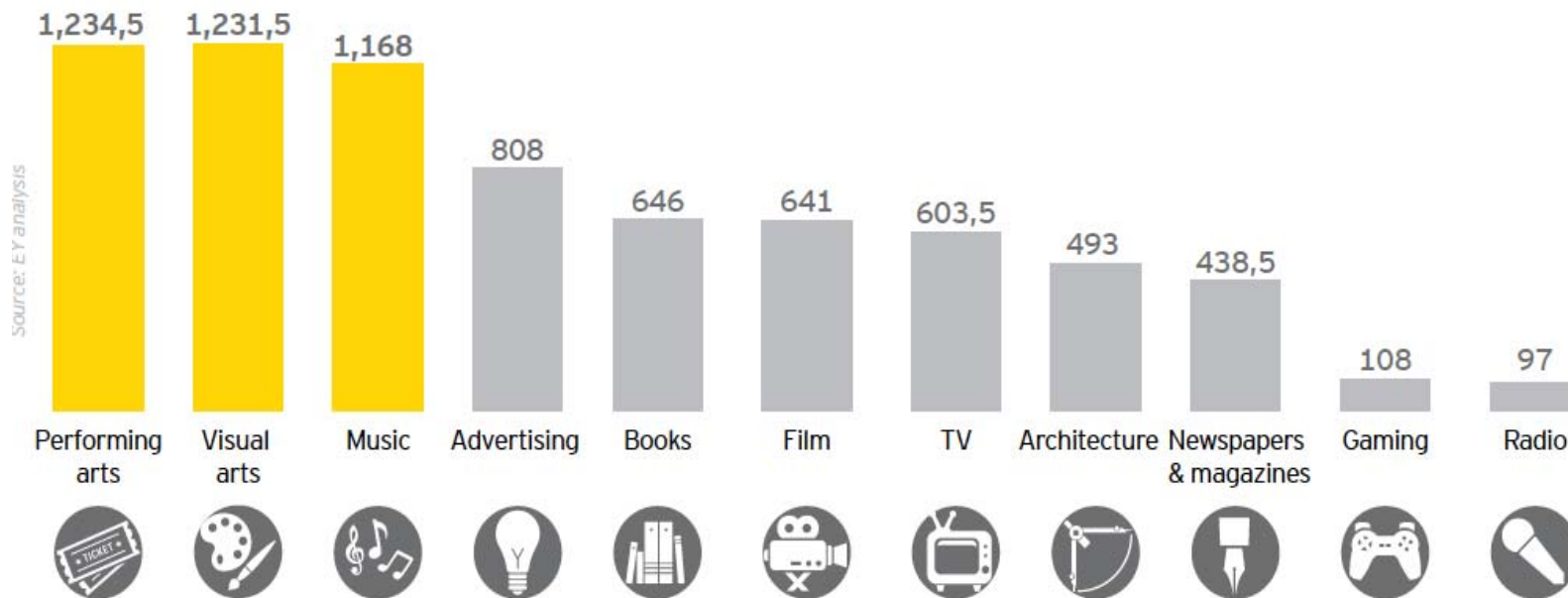
Dónde vamos en lo profesional y en  
el empleo



## Employment

More than 7m Europeans are directly or indirectly employed in creative and cultural activities – 3.3% of the EU's active population. Performing arts (1,234,500), visual arts (1,231,500) and music (1,168,000) employ more than 1m people each, followed by advertising (818,000), books (646,000) and film (641,000).

Employment (in thousands) - 2012

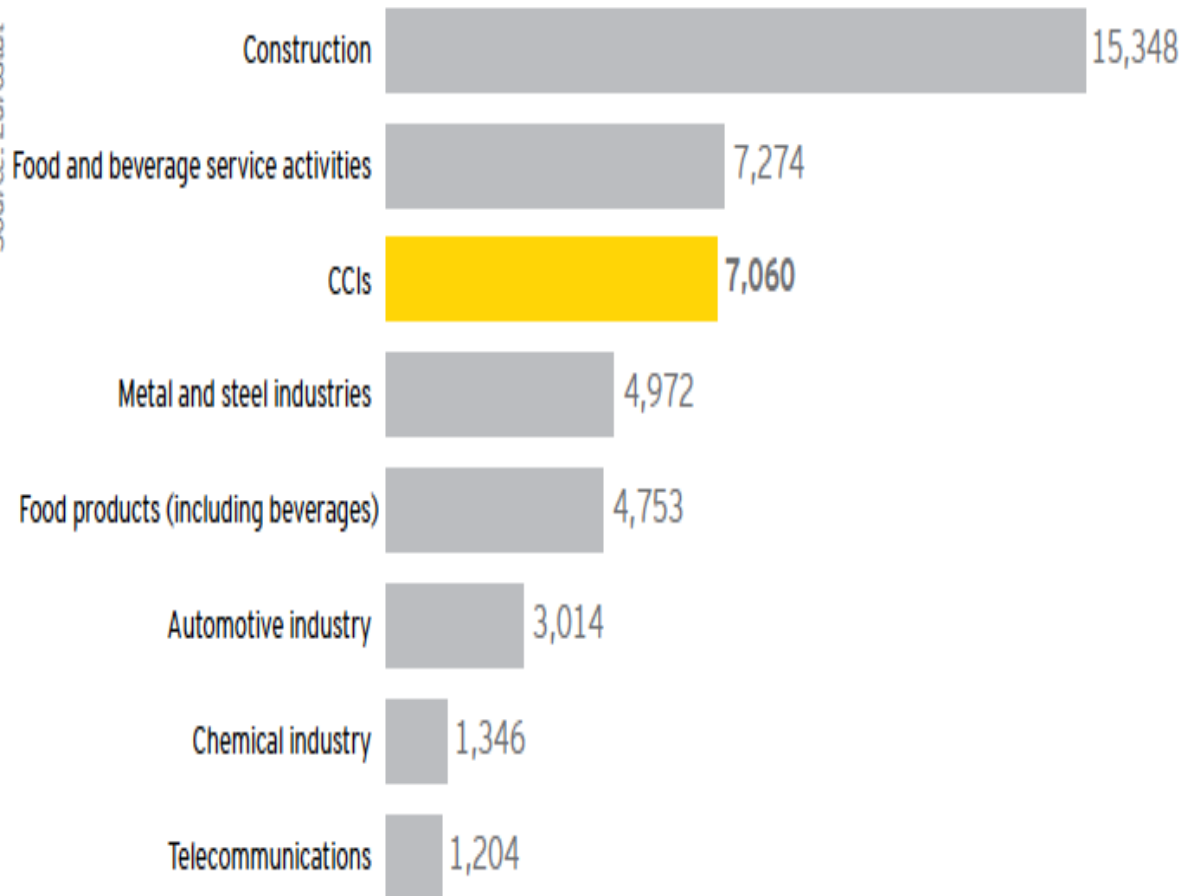


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## Employment (in thousands) - 2012

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Source: Eurostat



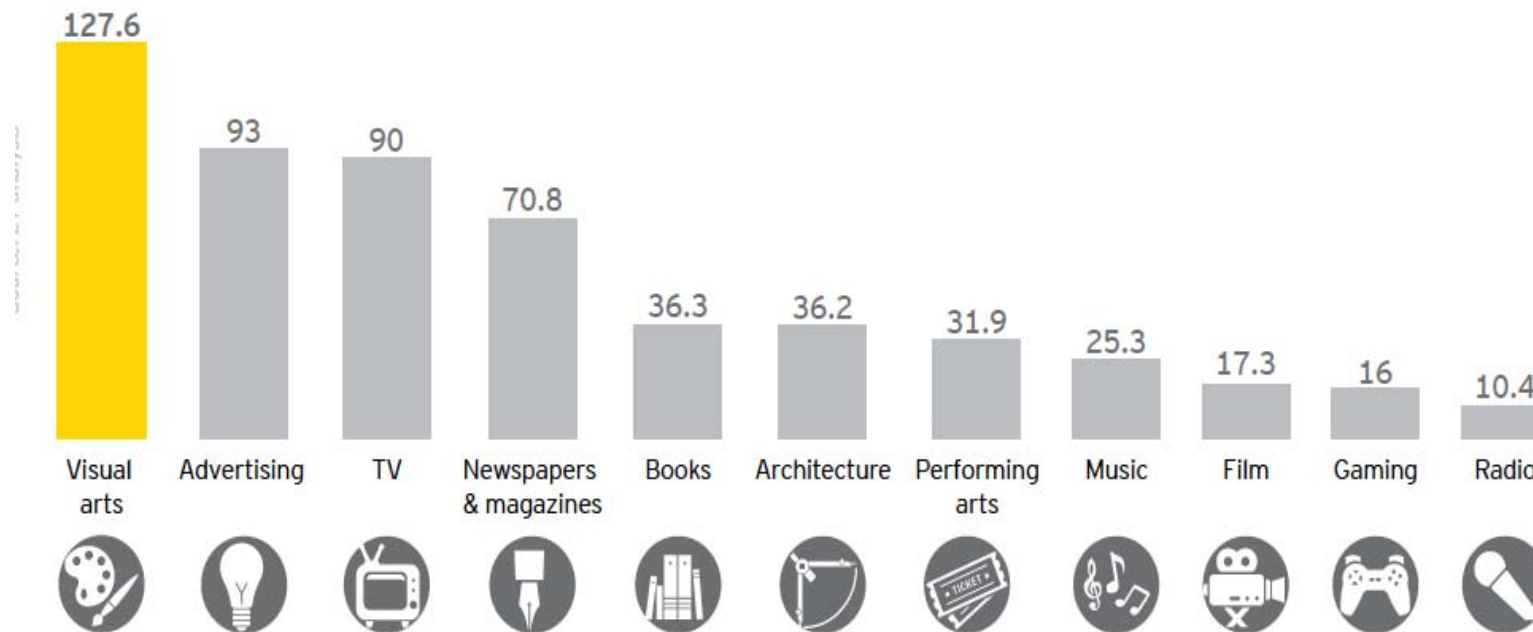


## Turnover

With revenues of €535.9b, the creative and cultural industries (CCIs) contribute to 4.2% of Europe's GDP.

The sector is its third-largest employer, after construction and food and beverage service activities, such as bars and restaurants.

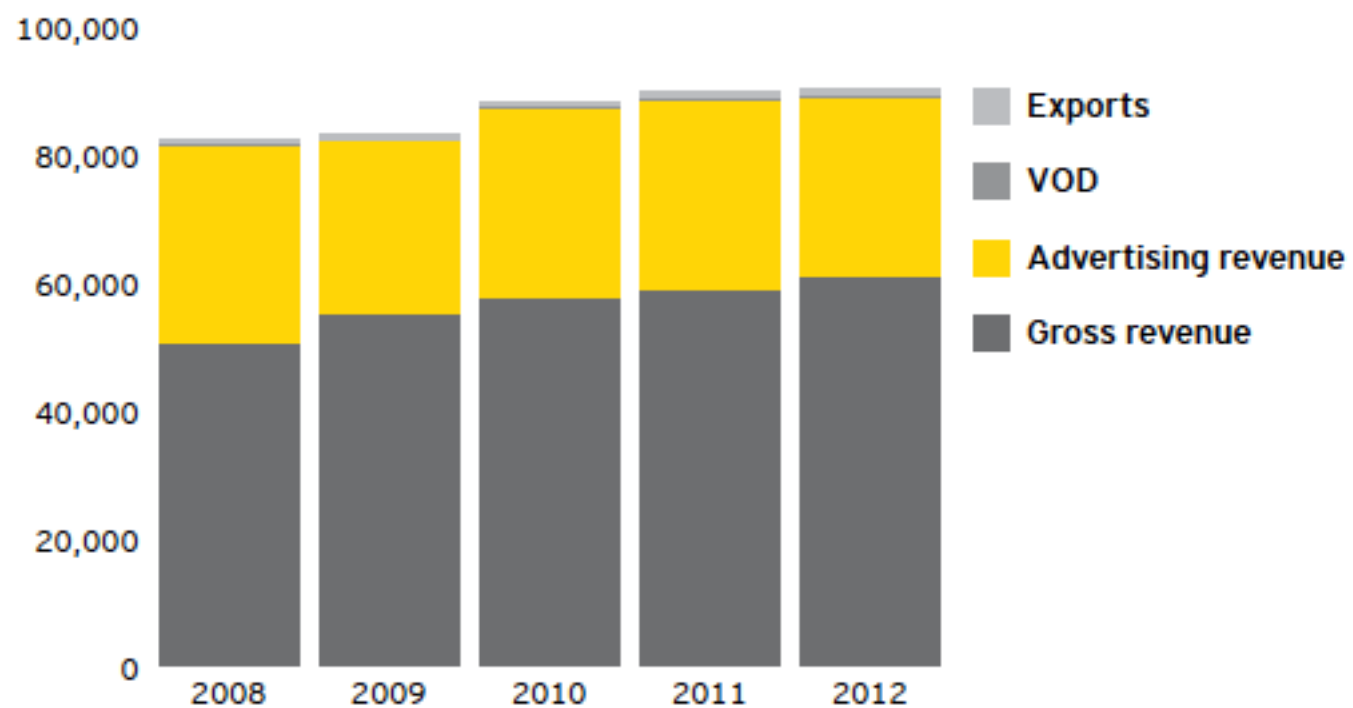
Turnover (€b) - 2012



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## TV market revenue, Europe (€m)

---



Source: European Audiovisual Observatory

## The most popular medium is thriving



603,500

| Employment (2013) <sup>1</sup>  |                |
|---|----------------|
| Employment in television programming activities                       | 288,288        |
| Employment in television production, post-production and distribution | 243,340        |
| Creators working in the TV industry                                   | 72,000         |
| <b>Total employment</b>   | <b>603,628</b> |

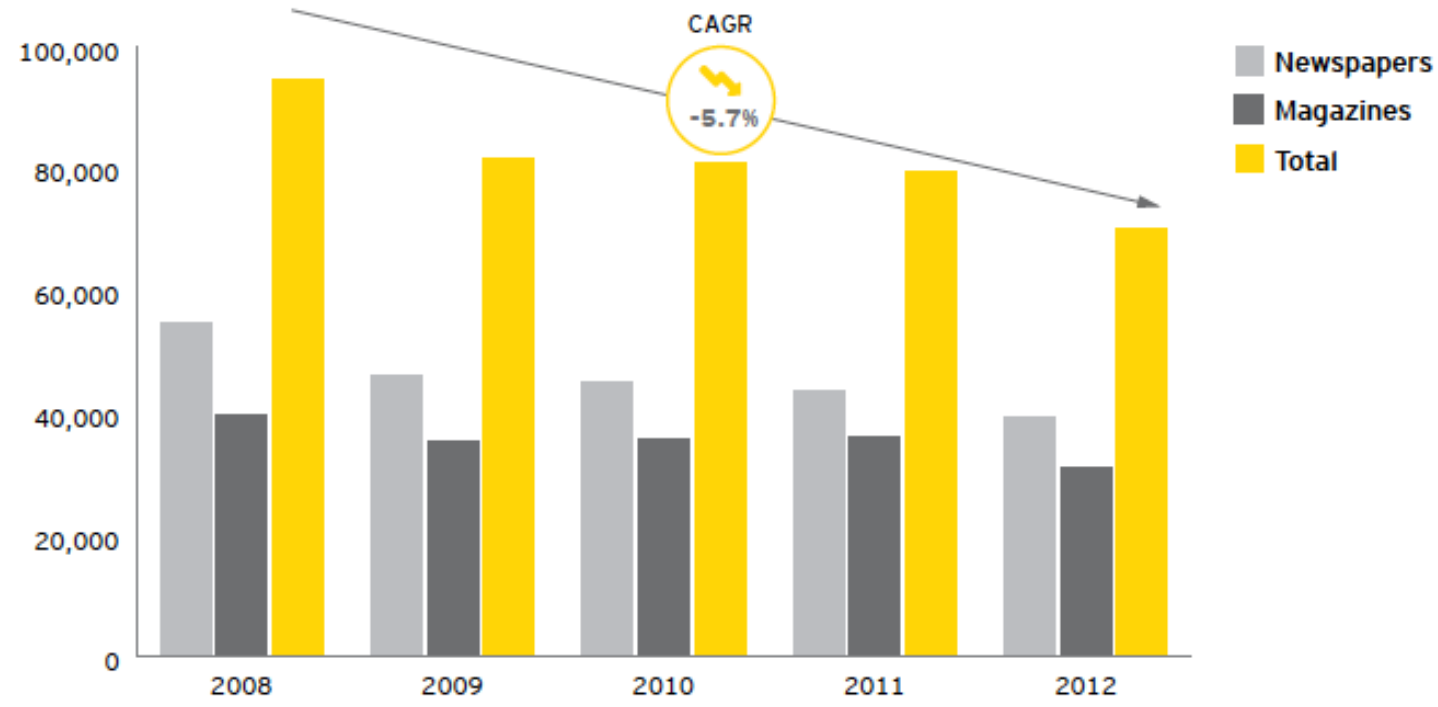


€90b

| Turnover (2012)                             | €m            |
|---|---------------|
| Pay TV <sup>2</sup> and public license fees | 60,479        |
| Advertising revenue                         | 27,934        |
| Video on demand (VOD)                       | 484           |
| EU28 exports                                | 1,058         |
| <b>Total turnover</b>                       | <b>89,955</b> |

## Revenues of newspapers and magazines (sales and advertising) in Europe (€b) - 2012

Source: WAN IFRA, FIPP, EY analysis



## Facing and embracing the challenges of the digital age



483,500

| Employment (2012) <sup>1</sup>              |                |
|---|----------------|
| Newspaper industry                          | 190,969        |
| Journals and periodical publishing industry | 289,850        |
| Others                                      | 2,860          |
| <b>Total employment</b>                     | <b>483,679</b> |



€70.8b

| Turnover (2013)   |  | €m            |
|---|--|---------------|
| Newspaper   |  | 39,307        |
| Advertisement revenues  |  | 19,260        |
| Direct sales and online revenues                              |  | 20,047        |
| Consumer magazines (B2C)                                      |  | 24,358        |
| Advertisement revenues  |  | 8,642         |
| Direct sales and online revenues                              |  | 15,715        |
| B2B magazines<br>(direct sales, ad spend and direct revenues) |  | 6,600         |
| Others  |  | 525           |
| <b>Total turnover</b>   |  | <b>70,790</b> |



## New user experiences are reinventing the book industry



646,000

| Employment (2012)                    |                |
|--------------------------------------|----------------|
| Book publishing activities           | 135,000        |
| Book specialized stores              | 32,000         |
| Public and academic libraries        | 266,292        |
| Authors <sup>1</sup>                 | 150,000        |
| Employment in non-specialized stores | 51,598         |
| Book selling induced employment      | 11,235         |
| <b>Total employment</b>              | <b>646,125</b> |

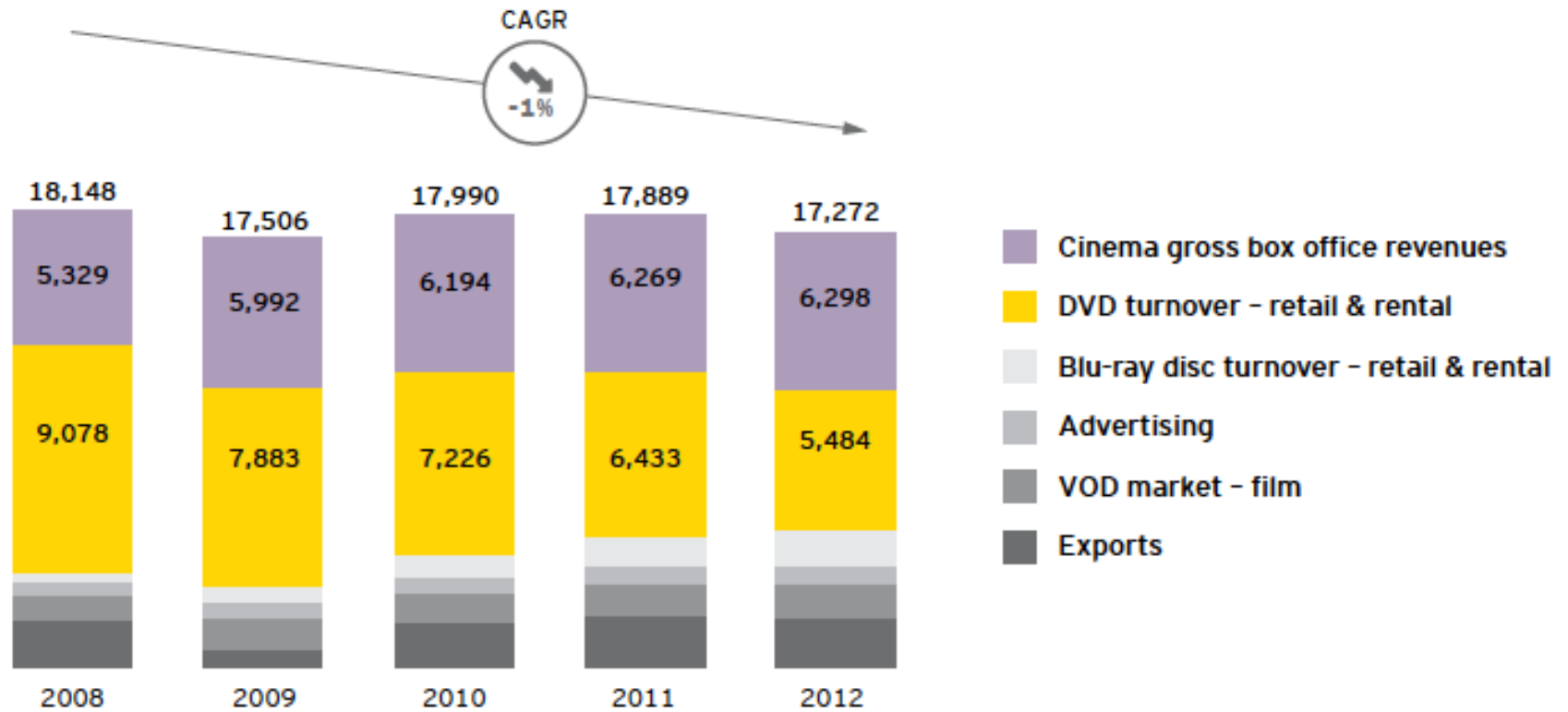


€36.3b

| Turnover (2012) <sup>2</sup>      |  | €m            |
|-----------------------------------|--|---------------|
| Book sales in Europe <sup>3</sup> |  | 33,621        |
| Extra EU28 export                 |  | 2,637         |
| <b>Total turnover<sup>4</sup></b> |  | <b>36,258</b> |

## Distribution of revenues in the European film industry (€m)

Source: European Audiovisual Observatory EY analysis



## Resilience fueled by the digital transformation



641,000

| Employment (2012)  |                     |
|--|---------------------|
| Total employment in film production, postproduction and distribution | 573,555             |
| Employment in nonspecialized retail stores                           | 31,205              |
| Authors working in the film industry                                 | 36,000 <sup>1</sup> |
| <b>Total employment</b>  | <b>640,760</b>      |



€17.3b

| Turnover (2012)  |  | €m            |
|--|--|---------------|
| Box office gross revenue                                       |  | 6,298         |
| Physical home entertainment (DVD and Blu-ray rental and sales) |  | 6,747         |
| Advertising revenue  |  | 671           |
| VOD revenue  |  | 1,380         |
| EU28 exports   |  | 2,176         |
| <b>Total turnover</b>  |  | <b>17,272</b> |

Still the most trusted medium and available in many new ways



97,000

| Employment (2012) <sup>1</sup>              |               |
|---|---------------|
| Employment in radio broadcasting activities | 96,897        |
| <b>Total employment<sup>2</sup></b>         | <b>96,897</b> |



€10.4b

| Turnover (2012) <sup>3</sup>               |  | €m            |
|--|--|---------------|
| Advertisement revenues                     |  | 4,810         |
| Other revenues (public radio license fees) |  | 5,597         |
| <b>Total turnover<sup>4</sup></b>          |  | <b>10,407</b> |

## Driven by the rapid expansion of online revenues



818,000



€93b

### Employment (2012)<sup>1</sup>

|                                    |                |
|------------------------------------|----------------|
| Commercial communications agencies | 818,182        |
| <b>Total employment</b>            | <b>818,182</b> |

### Turnover (2012)<sup>2</sup> €m

|                                  |               |
|----------------------------------|---------------|
| Revenues of advertising agencies | 93,000        |
| <b>Total revenues</b>            | <b>93,000</b> |

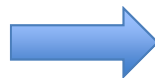
comunicar



Dónde debemos ir

# TRANSVERSAL

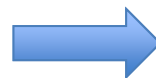
MATERIAS POLIVALENTES



COMPETENCIAS TRANSVERSALES

ENFOQUES HOLÍSTICOS

PRÁCTICAS EN DIFERENTES ÁMBITOS



## The 11 cultural and creative markets

### Markets



#### Books

New user experiences are reinventing the book industry



#### Newspapers & magazines

Facing and embracing the challenges of the digital age



#### Music

Innovating to lead creative diversity in Europe



#### Performing arts

Audiences love live concerts and festivals



#### TV

The most popular medium is thriving



#### Film

Resilience fueled by the digital transformation



#### Radio

Still the most trusted medium and available in many new ways



#### Video games

Surfing the wave of online and mobile gaming



#### Visual arts

Brightening Europe's appeal for tourists and art investors



#### Architecture

Coping with the aftermath of the construction sector slump



#### Advertising

Driven by the rapid expansion of online revenues

Total CCIs (after removal of double-counting)

# DIGITAL

MATERIAS SOBRE HERRAMIENTAS DIGITALES

COMPRENSIÓN DE LOS PRINCIPIOS DE LA DIGITALIZACIÓN

HIBRIDACIÓN CON INGENIERÍAS INFORMÁTICAS





# TRANSMEDIA

FUNDAMENTOS DE SEMIOTICA  
GENERAL

LENGUAJES MULTIMEDIA

ESCRITURA Y NARRATIVA  
TRANSMEDIA

CONOCIMIENTO DE LOS DIVERSOS  
CONTEXTOS MEDIÁTICOS

PRÁCTICAS EN DIFERENTES MEDIOS Y  
LENGUAJES



# INTELIGENTE

FUNDAMENTOS DE INTELIGENCIA  
ARTIFICIAL Y DE ALGORITMOS

MATERIAS DE ESTADÍSTICAS Y DE USO  
DE GRANDES DATOS

CONOCIMIENTOS DE INTERFACES  
PERSONA/MAQUINA



# SOCIAL

GESTION DE REDES SOCIALES

CONOCIMIENTO DE REDES

PRAGMÁTICA

SOCIOANTROPOLOGÍA

POLÍTICA



# CREATIVA

CREATIVIDAD

EMPRENDIMIENTO

ARTES

HUMANIDADES

PATRIMONIO

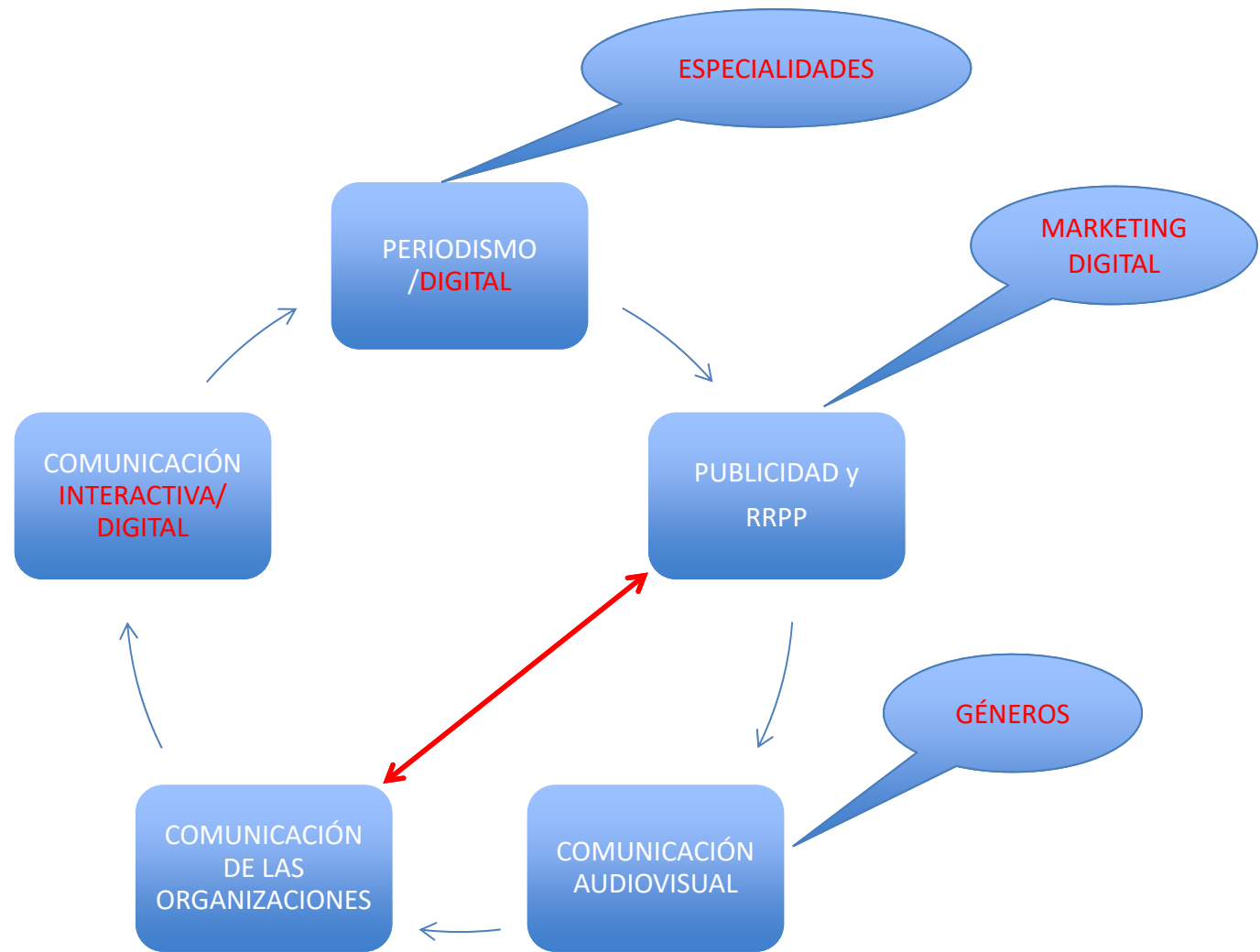
EDUCACIÓN

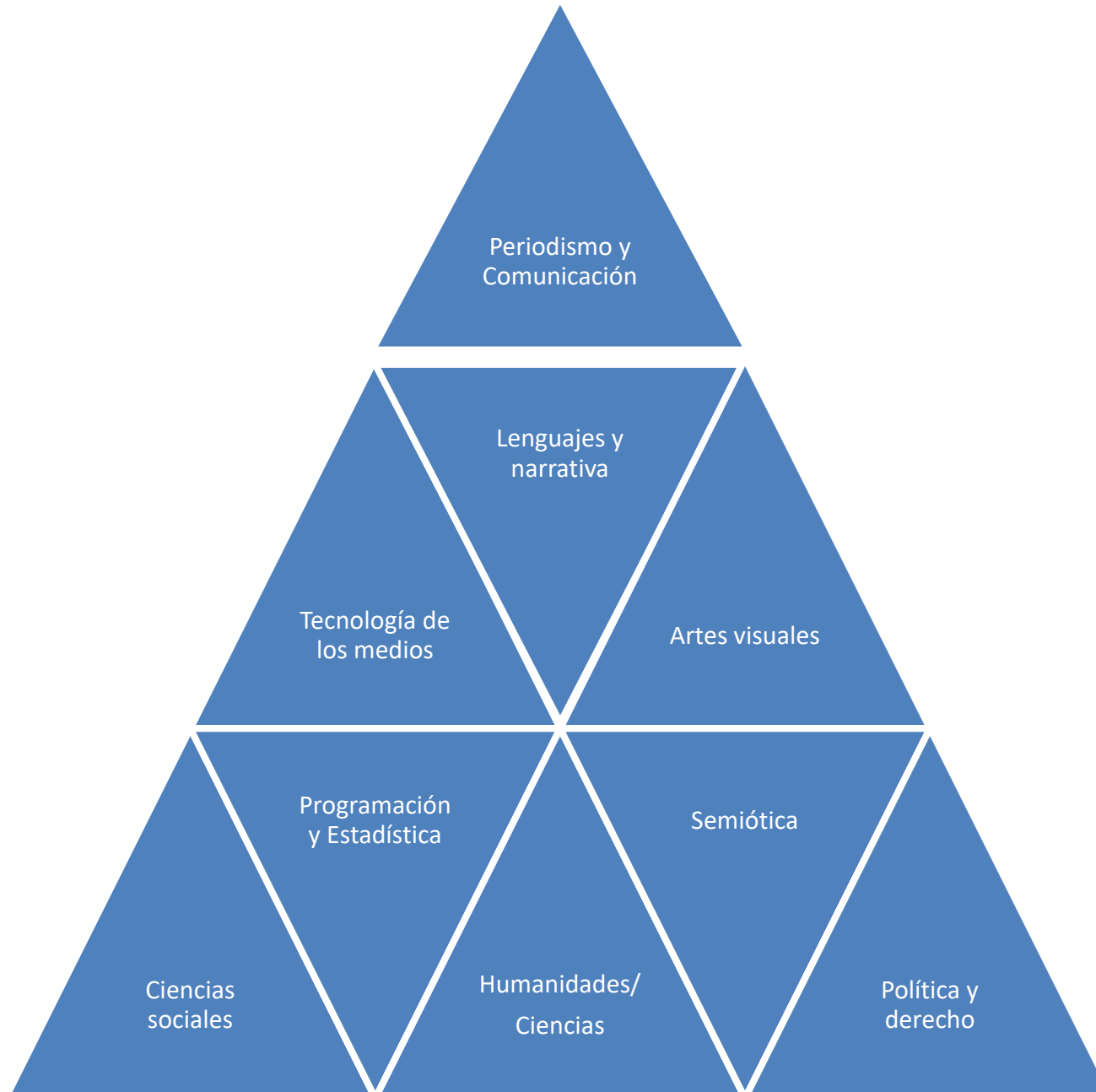


comunicar



Nuevo currículo





Periodismo y  
Comunicación

Lenguajes y  
narrativa

Tecnología de  
los medios

Artes visuales

Programación  
y Estadística

Semiótica

Ciencias  
sociales

Humanidades/  
Ciencias

Política y  
derecho

comunicar



Nuevos valores





## Comunicación y publicidad

- + Exigencia de Transparencia
- + Interactividad
- + Grandes datos
- + Contenidos adaptados a las redes sociales
- + Ciudadanía activa
- + Internacionalización y Diversidad

+



## Periodismo y audiovisual

- + Credi bi l i dad
- + Veri fi caci ón
- + Comprensi ón
- + Crí ti ca
- + Cal i dad
- + Respeto a l a esfera públ i ca
- + Internaci onal i zaci ón y Di versi dad

+

Periodismo

Comunicación aplicada

Ciencias humanas

Ciencias sociales

Ciencias del lenguaje

Informática