

## **Abstract**

### **Television and University, University television in Spain (2003-2010).**

#### **A project pioneer: UPV Television.**

In the current Spanish university context we can find some examples of audiovisual initiatives such as TV channel, web TV or producer, all of them of great quality. Most of them, as it happens abroad, they have become a space where to exchange and divulge knowledge. To that contributes the technological developing which opens new possibilities as from the point of view of the production as from the distribution. Equally, thanks to the new ways of communication the university television audience is more and more wide and heterogeneous.

In this new television, closer to the educative level, cultural and social; University can play a crucial role, producing and exchanging audiovisual contents of university nature.

The current investigation "Television and University, university televisions in Spain (2003-2010). A path finder project: UPV Television" it has its target in studying the university television as a tool to spread the knowledge acquired at the university; elaborating a report which gather and analyses the different television experiences and audiovisual platforms that have been done in the Spanish University frame work- during the period between 2003-2010 starting from the initial list of superior educational institutions working during the academical year 2013-2014 according to the report Facts and Figures from Spanish University System of the Educational, Culture and Sport Ministry- and setting to UPV television as a channel of reference.

Therefore, the emergence and posterior evolution of the Spanish University channels it constitutes the foundation of this thesis. The research covers the period between 2003- concurring with the official presentation of the UPV Television – and April of 2010- date when the analogical age in Spain disappears with the consequent disappearance and appearance of TV channels; from the top, channel 45 of UHF in the Valencian metropolitan area, UPV TV-.

The methodology used for this research it has been supported by gathering information, sighting and studying the existing university televisions in Spain. Also, it has been essential to know the background of the university television in an international level and some of the surveys done in this area.

The individual analysis of the Spanish university webs it has allowed us to conclude that in most cases prevails the institutional nature on the online television, web TV or university audiovisual platforms; they have become the tool to spread the knowledge generated in the university among the university community in particular and the society where it belongs, in general and in a mean of communication to transmit the activities and doings sets on the academic field.