VNIVERSITAT Ġ ĐVALÈNCIA

COURSE DATA

Data Subject

Code	33401
Name	Society today
Cycle	Grade
ECTS Credits	6.0
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	1	Second term

Subject-matter

Degree	Subject-matter	Character
1301 - Degree in Audiovisual Communication	4 - Current society	Basic Training

Coordination

Name	Department
GUARDIA CALVO, ISADORA	340 - Language Theory and Communication Sciences

SUMMARY

From a primarily theoretical and self-reflective approach, we study in this module the most relevant structures and dynamics in contemporary society and address its economical, political and cultural dimensions. Within this complex and heterogeneous framework, priority will be given to issues linked to social communication, digital audiovisual system and information technologies. From this point of view, the module is designed as a task of reworking theoretical and critical foundations of society that will allow the student to articulate knowledge from both specialised and fragmentary wisdom they will need to apply in other first and second cycle subjects.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Attendance to lectures does not require any prior expertise, since the basic knowledge on the subject is acquired with regular attendance to face-to-face lessons.

OUTCOMES

1301 - Degree in Audiovisual Communication

- The ability to interpret relevant data such as the major events and processes of todays societies from a synchronic viewpoint. This knowledge must cover as broad an area as possible so that it will contribute to develop the capacity to understand diversity and promote respect for the values of others and civic sensibility.

- Familiarity of the state of the world, as well as its recent historical evolution, paying special attention to the major trends of contemporary thinking and their implication in the different political, financial and cultural parameters.

- Solidarity: a feeling of fellowship with the different individuals and peoples on the planet, support of sustainability, as well as knowledge of the major cultural trends in relation with individual and collective values and respect for human rights.

LEARNING OUTCOMES

- Capacity for analytic and conceptual thinking from texts and specific content.

- Development of theoretical and critical knowledge of the ground dynamics of today's society.

- Management of conceptual tools for the articulation of critical perspectives about the object of study.

- Comparative analysis of discourses and institutions that have a key influence on contemporary communication.

- Exhibition and public defence of their own work and learning process.

- Public expression and debate critical assessments, reasoned and respectful, on other projects.

- Configuring a broad and flexible cognitive map that allows the student o apply the topics to the study of conflicts of modern society.

- Collaborative and group work.

- Dialogic and self-reflective capacity.

- Acceptance and/or reasoned reply valuations criticisms expressed publicly by others.

DESCRIPTION OF CONTENTS

1. Information society

In this unit basic concepts of the subject are introduced. It also takes the opportunity to build the concept of today's information society and give the characteristics that differentiate it from other models of the past.

2. Social reality as a communication construct

In connection to the previous unit, we make an approach to advertising, propaganda and political speeches in order to characterise contemporary societies, shaped by flows of communication and information.

3. Mass Society and Modernity

Today's society is the result of a historical process that significantly begins in a historical period called Modernity. The aim of this unit is to relate the key concepts of modernity and connect them with the current world.

4. Globalisation

This is the phenomenon laying in the background of the discussions and debates of the century. In this unit we will approach and describe the main features of globalisation and its implications for the global life on the planet.

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WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Attendance at events and external activities	10,00	0
Development of group work	10,00	0
Development of individual work	10,00	0
Study and independent work	20,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	25,00	0
Preparing lectures	5,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

Cancelled

EVALUATION

Please contact the teacher

REFERENCES

Basic

- Beck, U. (2002) La sociedad del riesgo global. Madrid, Siglo XXI.

- Beck, U. (2004) Poder y contrapoder en la era global. Barcelona, Paidós.

- Castells, M. / Hall, P. (2001) Tecnópolis del mundo. Madrid, Alianza.

- Durandin, G. (1995) La información, la desinformación y la realidad. Barcelona, Paidós.

- García Canclini, N. (2006) Diferentes, desiguales y desconectados: Mapas de la interculturalidad. Barcelona, Gedisa.

- Giroux, H. (2001) El ratoncito feroz (Disney o el fin de la inocencia). Madrid, Fundación Germán Sánchez Ruipérez.

- Hardt, M. / Negri, A. (2002) Imperio. Barcelona, Paidós.

- Hardt, M. / Negri, A. (2004) Multitud. Madrid, Debate.

- Herman, E. S. / McChesney, R. W. (1999) Los medios globales. Madrid, Cátedra.

- Klein, N. (2001) No logo: el poder de las marcas. Barcelona, Paidós.

- Llorca Abad, Germán (2010) Dictaduras de velocidad. Madrid, Biblioteca Nueva.

- Llorca Abad, Germán (2011) Lucidez: una modernidad sin excesos. Barcelona, UOC.

- Mattelart, A. (1998) La mundialización de la comunicación. Barcelona, Paidós.

- Méndez Rubio, A. (1997) Encrucijadas: Elementos de crítica de la cultura. Madrid, Cátedra.

- Méndez Rubio, A. (2003) La apuesta invisible: cultura, globalización y crítica social. Barcelona, Montesinos.

- Ramonet, I. (1998) La tiranía de la comunicación. Madrid, Debate.

- Sampedro, V. (ed.) (2005) 13-M. Multitudes on line. Madrid, Los Libros de la Catarata.

- Shiva, V. (2007) Las nuevas guerras de la globalización. Madrid, Editorial Popular.

- Taibo, Carlos (2009) En defensa del decrecimiento. Madrid, Catarata.

- Yehya, N. (2003) Guerra y propaganda (Medios masivos y el mito bélico en Estados Unidos). México, Paidós

- Bourdieu, P. (2000) Contrafuegos. Barcelona, Anagrama.

- Castells, M. (2000) La era de la información. I-III. Madrid, Alianza.
  Castells, M. (2001) La galaxia Internet. Barcelona, Areté.

Additional

- Ariño, Antonio (2009) El movimiento open. Valencia, PUV.

- Beck, U. (1999) ¿Qué es la globalización?. Barcelona, Paidós.