

**COURSE DATA****Data Subject**

Code	33405
Name	Communication theories
Cycle	Grade
ECTS Credits	6.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	2	First term

Subject-matter

Degree	Subject-matter	Character
1301 - Degree in Audiovisual Communication	6 - Theories of communication	Basic Training

Coordination

Name	Department
MENDEZ RUBIO, ANTONIO	340 - Language Theory and Communication Sciences

SUMMARY

'Theories of Communication' provides the student with conceptual and theoretical knowledge essential to the in-depth study of the structures, processes and dynamics of visual communication in contemporary society. The course is planned as a tour of the main theoretical schools or currents of the twentieth century in the field of social communication. Specifically, for carefully address three of these major perspectives on communication and society: the Chicago School and its derivatives in the 'mass communication research', the Frankfurt School and Critical Theory, approaches that have explained the relationship between virtualization the real and postmodernity. Collectively, 'Theories of Communication' allows you to build a cognitive map and critical results oriented, yet nuanced critical when it comes to understanding the evolution of thinking on audiovisual media in recent decades.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

It is recommended that generic level of differentiation capacity and critical analysis within the theoretical represents communication and audiovisual media. The student must be prepared for the implementation of a conceptual study to exemplify specific communicative content and current cases and, broadly, the management of epistemological and methodological tools necessary to face the critical understanding of the communicative space in today's society.

OUTCOMES

1301 - Degree in Audiovisual Communication

- Knowledge of communication as a process and the different elements that comprise it. The ability to assimilate knowledge of the specificity of discourse, as well as the representation methods proper to the different technological and audiovisual media. Familiarity with the different theories, methods and problems involved in audiovisual communication and its different languages.
- The ability to apply this knowledge (See Competence 2314) to transmit it in an ethical and professional way and in a manner that is comprehensible for people.
- The ability to acquire articulated knowledge of the historical, sociological and technological dimensions of communication.
- Competence in a compared analysis of the different contemporary media and media supports.

LEARNING OUTCOMES

- Understand communication as a relational set of issues and practice, culture and society interact.
- Application of knowledge historical and sociological analysis of specific cases and audiovisual texts.
- Development of argumentative ability and critical thinking in both individual and group level.
- Recognition of current and ideological conflicts that cross the field of social communication.
- Ability to develop analytical skills and pragmatic linking together the different areas of the field of audiovisual communication.

DESCRIPTION OF CONTENTS



1. The beginnings of mediological research

- 1.1. Introduction to the contemporary context: structural conditions
- 1.2. Empiricism, positivism and functionalism: epistemological conditions
- 1.3. From hypodermic theory to the mathematical theory of communication
- 1.4. Media and social action

2. Social Theory as Critical Theory

- 2.1. General introduction
- 2.2. The first generation of the Frankfurt School: Th. W. Adorno / M. Horkheimer
- 2.3. One-Dimensionality and subjectivity from H. Marcuse
- 2.4. The theory of communicative action

3. Culture and postmodern society

- 3.1. Culture and simulation
- 3.2. Technology, virtualization and hyper-reality
- 3.3. The critique of postmodernism

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Development of individual work	10,00	0
Study and independent work	40,00	0
Readings supplementary material	20,00	0
Preparation of evaluation activities	20,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

- 1. Lecture: focused primarily on the general introduction of the necessary material and methodological dimensions.
- 2. Individual and group tutoring for the purpose of consultation.
- 3. Consultation and review of the literature by the students.
- 4. Review and discussion of the dossier and class materials.
- 5. Development of the different phases of the final test.



EVALUATION

- Monitoring the knowledge of class materials handled by the student.
- Evaluation of the planning, development and drafting of the final test.
- Assessment of the attitude and participation in the dynamics of the classroom for the students.

REFERENCES

Basic

- Estrada, A. / Rodrigo, M.: "Teories de la comunicació". Barcelona, UOC, 2009.
- Mattelart, A. / Mattelart, M.: "Historia de las teorías de la comunicación". Barcelona, Paidós, 1997.
- Méndez Rubio, A.: "Perspectivas sobre comunicación y sociedad". Valencia, PUV, 2008.
- Rodrigo Alsina, M.: "Teorías de la comunicación". Barcelona/Castellón/Valencia, UAB/UJI/UPF/UV, 2001.
- Rodrigo, M. / Estrada, A.: "Les teories de la comunicació". Barcelona, UOC, 2008.
- Wolf, M.: "La investigación de la comunicación de masas". Barcelona, Paidós, 1996.

Additional

- Bryant, J. / Zillmann, D.: "Los efectos de los medios de comunicación". Barcelona, Paidós, 1996.
- De Fleur, M. L. / Ball-Rokeach, S. J.: "Teorías de la comunicación de masas". Barcelona, Paidós, 1993.
- García Jiménez, L.: "Las teorías de la comunicación en España". Madrid, Tecnos, 2007.
- McLuhan, M.: "Comprender los medios de comunicación". Barcelona, Paidós, 2009.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

HYBRID LEARNING MODE (BLENDED)

1. Contents

I.

Empiricism, positivism and functionalism epistemological conditions.
Hypodermic theory of the mathematical theory of communication.
Media and social action.

II.

The first generation of the Frankfurt School: W. Th Adorno / M. Horkheimer.
Dimensionality and subjectivity as H. Marcuse.
The theory of communicative action.



III.

Culture and simulation

Technology, virtualization and hiperreality

The critique of postmodernism

2. Workload and teaching schedule

See Official Guide (adapted).

3. Methodology

Classes, each character in person, leave from theoretical presentations by the teacher, and will tend to open space of analytic application specific content and discussion by students.

COVID19: Hybrid mode: presentiality + method asynchronous

4. Assessment

See Official Guide.

5. Bibliography

Texts dossier.