

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

Code	33823
Name	Communication and Cultural Studies
Cycle	Grade
ECTS Credits	4.5
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. Period
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	3 First term

Subject-matter

Degree	Subject-matter	Character
1301 - Degree in Audiovisual Communication	9 - Discourse, ideology and thought	Obligatory

Coordination

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

SUMMARY

This course presents the field of academic socio-communicative studies recognized internationally as "cultural studies". This area of knowledge, opened up in the 60s by the so-called Birmingham School, is not a strictly enclosed area or a specialistic one; it is, rather, one trying to connect communication studies with analytical tools and issues operating in other areas such as anthropology, semiotics, economics, sociology or literature. In this sense, it introduces the student less to an area of specific issues (media, discourse genres, visual texts ...) then to a transversal approach, a multifocal one, to the relationship between communication and culture, with special attention to the problems that interconnect power, mass culture and popular culture. The subject of a job within the theoretical framework of cultural studies, from there, display, explain and apply the mainstream or perspectives within that framework, have proven more effective and productive when investigating dialectical relationship between culture and society.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Generically, it is recommended to students who promote a humanistic profile of interest not only in communication and audiovisual aspects but broadly cultural, in particular political and aesthetic.

OUTCOMES

1301 - Degree in Audiovisual Communication

- 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.
- Knowledge of the ideological determinants underlying the social roles articulating communication subjects and their discursive practices in different media, such as those that establish gender as a social technology, the prevailing ideologies in different cultures and the major schools, movements, trends and authors of contemporary philosophical thinking.
- 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

- 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. Communication, culture and society

- 1.1. Basic concepts
- 1.2. Reading and discussion of "Culture and Society" (1958) by Raymond Williams
- 1.3. Rethinking the mass media

2. Emergence and development of cultural studies

- 2.1. Birmingham School (CCCS)
- 2.2. The ethnographic turn
- 2.3. The globalization of "cultural studies"
- 2.4. Critical limits of cultural studies

3. Opening and methodological conflict

- 3.1. "Popular culture", M. Bakhtin (1965)
- 3.2. "Encoding/Decoding", S. Hall (1977)
- 3.3. The subcultural approach (D. Hebdige, 1979/P. Willis, 1990)
- 3.4. "From media to mediations", J. Martín-Barbero (1987)

4. Analysis, applications and discussions

Presentation of case studies by which to raise and discuss the relationship between cultural studies, life politics and social criticism.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Development of individual work	50,00	0
Study and independent work	7,00	0
Readings supplementary material	10,00	0
TOTAL	112,00	

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. Preparation, individual or group exhibition in the classroom.



5. Development of the different phases of the final work.

EVALUATION

- Monitoring and evaluation of the proposed texts as required.
- Evaluation of the planning, development and defense of the final work.
- Assessment of the attitude and participation in the dynamics of the classroom for the students.

REFERENCES

Basic

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- Barker, M. / Beezer, A. (eds.): ""Introducción a los estudios culturales". Barcelona, Bosch, 1994.
- Curran, J. / Morley, D. / Walkerdine, V. (eds.): "Estudios culturales y comunicación". Barcelona, Paidós, 1998.
- Ferguson, M. / Holding, P. (eds.): "Economía política y estudios culturales". Barcelona, Bosch, 1998.
- Grossberg, L.: "Estudios culturales: Teoría, política y práctica". Valencia, Letra Capital, 2010.
- Martín-Barbero, J.: "De los medios a las mediaciones: Comunicación, cultura y hegemonía". Barcelona, Anthropos, 2010.
- Méndez Rubio, A.: "Perspectivas sobre comunicación y sociedad". Valencia, PUV, 2008.
- Sardar, Z. / Van Loon, B.: "Estudios culturales para todos". Barcelona, Paidós, 2005.

Additional

- Giroux, H.: "Estudios culturales, pedagogía crítica y democracia radical". Madrid, Editorial Popular, 2005.
- Mattelart, A. / Neveu, E.: "Introducción a los estudios culturales". Barcelona, Paidós, 2004.
- Philo, G. / Miller, D.: "Els mercats assassins: Estudis culturals, mitjans de comunicació i conformisme". Valencia, PUV, 2010.

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.

Communication, culture and society

II.

Evolution of cultural studies

III.

Methodological conflict

2. Workload and teaching schedule

See Official Guide (adapted).

3. Methodology

Master class. Tutoring. Consultation and study of texts. Preparation of exercises. Phased development of the final work.

COVID19: Hybrid mode: presentiality + method asynchronous

4. Assessment

See Official Guide.

5. Bibliography



Texts dossier.

