

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

<b>Code</b>	34432
<b>Name</b>	Sociological analysis of mass communication
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2021 - 2022

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1310 - Degree in Sociology	Faculty of Social Sciences	4	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1310 - Degree in Sociology	24 - Sociological analysis of mass communication	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
XAMBO OLMOS, RAFAEL VICENT	330 - Sociology and Social Anthropology

**SUMMARY**

After a review of the origins of the sociology of communication and mainstream research, proceed to the description of the historical process of incorporation of the mass media. Then we will deal with the formation of the main \* average; press, radio and television. We will deal with the description and analysis of the emergence and consolidation of the \* electronic media with the relevance of the media, the role of the internet and the growing importance of online social networks. With the review of the theoretical paradigms in communication research and social research techniques that apply, we will complete this course.

**PREVIOUS KNOWLEDGE**



### Relationship to other subjects of the same degree

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

### Other requirements

Es conveniente el dominio de las técnicas cuantitativas y cualitativas de investigación social para poder aplicarlas al análisis de la comunicación. Así mismo, para una buena comprensión de los debates teóricos en este campo es muy recomendable haber cursado con éxito la asignatura Teoría social contemporánea

## OUTCOMES

### 1310 - Degree in Sociology

- Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.
- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.
- Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.
- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

## LEARNING OUTCOMES

After completing successfully the sociological analysis of consumption subject him / her student will:

- To understand the phenomenon of mass communication and its transformation from a multifaceted perspective that includes individual, group and social. And also, from another perspective, the cultural, economic and socio-historical.
- Analyze the communication process with the tools of sociology.
- Develop audience studies and reception.
- Interpret quantitative and qualitative data resulting from research in the field.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	60,00	100
Attendance at events and external activities	5,00	0
Development of group work	20,00	0
Development of individual work	5,00	0
Study and independent work	10,00	0
Readings supplementary material	15,00	0
Preparation of evaluation activities	10,00	0
Preparation of practical classes and problem	15,00	0
Resolution of case studies	10,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY****English version is not available****EVALUATION**

It consists of a monitoring practice made during the course both individual and group, also including attendance at lectures and other activities. 40 percent of the final grade.

Final written exam. 60 percent of the final grade.

To pass the course prerequisite will get a minimum 5 in the final exam.

**REFERENCES****Basic**

- CASTELLS, M. (2010): *Comunicació i poder*. Barcelona. UOC.
- MORAGAS, Miquel de (2011), *Interpretar la comunicació*, Barcelona: Gedisa.
- Xambó, R. (2001): *Comunicació, política i societat. El cas valencià*. Editorial Tres i Quatre, València



**Additional**

- Benjamin, W. (1983, e. o. completa 1955): *Lobra dart a l'època de la seua reproductibilitat tècnica*. Barcelona. Edicions 62.
- Bourdieu, P. (1994): *Sobre la televisió*, Barcelona, Anagrama,
- Castells, M. (ed.) (1997): *La era de la informació: economia sociedad y cultura*. Vol. 1. *La sociedad red*. Madrid, Alianza.
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- Díez Nicolás, J. (1976): *Los españoles y la opinión pública*. Madrid, Editora Nacional.
- Espinar, E.; Frau, C. et al (2006): *Introducción a la sociología de la comunicación*, Alicante, PUA.
- Gubern, R. (1987): *El simio informatizado*. Madrid, Fundesco.
- Habermas, J. (1981): *Historia y crítica de la opinión pública*. Barcelona, Gustavo Gili.
- horkheimer, M.; adorno, T. w. (1994, e. o. 1947): *Dialéctica de la Ilustración*. Madrid, Trotta.
- KURAN, T. (1995): *Private Thruths, Public Lies. The social Consequences of Preference Falsification*, Cambridge (MA), Harvard University Press.
- Klapper, J. T. (1974): *Efectos de la comunicación de masas*. Madrid, Aguilar.
- Lazarsfeld, P.; Berelson, B.; Gaudet, H. (1962): *El pueblo elige. Cómo decide el pueblo en una campaña electoral*. Buenos Aires, Paidós.
- López Pintor, R. (1982): *La opinión pública española: Del franquismo a la democracia*. Madrid, CIS.
- Luhmann, N. (1989): *Complexitat social i opinió pública*. *Periodística*, num. 1.
- MAJÓ, J. (1997): *Xips, cables i poder*. Barcelona. Proa.
- MATTELART, A. (1993): *La comunicación mundo. Historia de las ideas y de las estrategias*. Madrid. Fundesco
- McQuail, D.; Windahl, S. (1984): *Modelos para el estudio de la comunicación colectiva*. Pamplona, Eunsa.
- Merton, R. K. (1972): *Teoría y estructura sociales*. México, FCE.
- Mollà, Toni (2009): *Quina televisió pública? Amenaces i oportunitats a lera digital*. Alzira: Bromera
- - (2007): *La televisió valenciana del segle XXI. Nous factors i noves funcions. Autodiagnòstic i anàlisi de prospectiva (2005-2010)*. Tesi doctoral dirigida per Rafael Xambó, València, Universitat de València.
- Moragas, M. (ed.) (1986): *Sociología de la comunicación de masas*. 4 Vols. Barcelona, Gustavo Gili.
- Morin, E. (1966): *El espíritu del tiempo*. Madrid, Taurus. (e. o. 1962).
- Muñoz, A.; Monzón, C.; Rospir, J. I.; Dader, J. L. (1990): *Opinión pública y comunicación política*. Madrid, EUDEMA.
- Parreño, Mònica (2012): *El camp periodístic i els professionals de la informació al País Valencià. Anàlisi de l'estructura comunicativa i de les argumentacions dels periodistes sobre el periodismo*. Tesi doctoral dirigida per Rafael Xambó, València, Universitat de València.

**ADDENDUM COVID-19**

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

<b>Ficha ADDENDA DE LA GUÍA DOCENT 1r quadrimestre CURSO 2020-21</b>	
<b>Nombre de la asignatura</b>	<b>Análisis sociológico de la comunicación de masas</b>
<b>Titulación</b>	<b>GRADO EN SOCIOLOGIA</b>

**1. CONTINGUTS/CONTENIDOS/CONTENTS**

Contents of the original teaching guide will be maintained.

**2. VOLUM DE TREBALL I PLANIFICACIÓ TEMPORAL DE LA DOCÈNCIA**

The activities and volume of work of the original teaching guide will be maintained. The planning of sessions will be specified at the beginning of the semester

The course will consist of face to face sessions, as well as practical activities and collective tutorials established in the original teaching guides. Individual tutorials will be preferably individuals.

Regarding affected or vulnerable students, methodology will be adapted to the following activities non face-to-face (select): individual works, individual projects, study of specific bibliography or tutorials through videoconference.

If sanitary situation imposes on-line classes, all sessions will be substituted for (select): materials in virtual classroom, synchronous videoconferencing, registered presentations or recording classes. Practical activities will guarantee the interaction with students by videoconference, forum or chat in virtual classroom. Teaching team will communicate these adaptations through virtual classroom.

**3. METODOLOGIA DOCENT/METODOLOGÍA DOCENTE/TEACHING METHODOLOGY**





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#### **4. AVALUACIÓ/EVALUACIÓN/EVALUATION**

The criteria of the teaching guide and the Specifications Document will be maintained regarding the estimation of each type of activity.

For vulnerable or affected students, group activities qualification will be considered in individual activities.

In case that the sanitary situation impose that the final proof should be developed on-line, an evaluation by the following triple combination modality will be done: 1) individual written exercise by opened development exam in a virtual classroom synchronous task; 2) individual written synchronous proof by means of practical case in virtual classroom.

#### **5. BIBLIOGRAFIA/BIBLIOGRAFÍA/BIBLIOGRAPHY**

The bibliography of the guide will be maintained. If the sanitary situation imposes shutdown of libraries, materials of support will be facilitated through virtual classroom.