VNIVERSITAT ID VALÈNCIA

COURSE DATA

Data Subject

Code	34850
Name	Communication theories
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1407 - Degree in Multimedia Engineering	School of Engineering	1	Second term

Subject-matter

Degree	Subject-matter	Character
1407 - Degree in Multimedia Engineering	15 - Teorías de la Comunicación	Basic Training

Coordination

Name	Department
VERES CORTES, LUIS ENRIQUE	340 - Language Theory and Communication Sciences

SUMMARY

In this module, students will provide conceptual and theoretical knowledge essential to the in-depth study of the structures, processes and dynamics of visual communication in contemporary society. The module is designed as a tour of the main theoretical schools or currents of the twentieth century in the field of social communication. Specifically, for carefully addressed four of these major perspectives on communication and society: Semiotics, in its main meanings, as a theory of signs, significant production theory, theory of text production, the Chicago School and derivations in the "mass communication research", the Frankfurt School and Critical Theory, approaches that have explained the relationship between virtualization and cultural postmodernism. Overall, the course allows you to build a cognitive map and critical guidance and also be nuanced 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

No specific prior knowledge required to take this course.

OUTCOMES

1405 - Grado en Ingenieria Multimedia

-   G1 - Be able to relate and structure information from different sources and to integrate ideas and knowledge. (RD1393/2007)

-   G3 - Take into account the economic and social context in engineering solutions, be aware of diversity and multiculturalism and ensure sustainability and respect for human rights and equality between men and women.

-   MM4 - Know communication theories and their application to multimedia systems.

-   MM11 - Have knowledge and ability to apply the different mechanisms and elements to create both linear and non-linear audiovisual stories according to different production formats, technologies and media.

-   MM16 - Have theoretical and practical knowledge of the technologies applied to audiovisual media (photography, radio, sound, television, video, film and multimedia).

-   MM21 - Communicate effectively, both in writing and verbally, knowledge, procedures, results and ideas related to ICT and specifically to multimedia, and know their socioeconomic impact.

-   MM28 - Be able to solve problems with initiative, decision-making and creativity and to communicate and transmit the knowledge, abilities and skills of a multimedia engineer.

LEARNING OUTCOMES

1. Ability to critically and reasonably analyze information, in order to structure and properly integrate ideas and knowledge from different

Areas.

2. Communicate effectively, both in writing and orally, knowledge, procedures, results and ideas related to systems and products

multimedia.

3. Ability to solve problems in their field of study, analyzing and critically evaluating problems and

providing appropriate solutions

4. Consider the economic and social context in engineering solutions, being aware of diversity and multiculturality, and ensuring sustainability

And respect for human rights and equality between men and women.

5. Possess knowledge and understanding of essential facts, concepts, principles and theories relating to multimedia systems including all

Disciplines that these systems cover.

6. Knowledge and application of the different mechanisms and elements of the narrative construction.

7. Knowledge and ability to apply resources, elements, methods and procedures of the processes of construction and analysis of audiovisual stories. Both linear and non-linear, including the design, establishment and development of strategies

DESCRIPTION OF CONTENTS

1. Elements and processes that make communication

1.1. Saussure and Eco: theory and theory of the sign code.
1.2. The pragmatic semiotics of Peirce.
1.3. Semiotics of text and intertextuality.
1.4. Semiotics of culture.

2. The beginnings of research mediological

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

3. Social Theory and Critical Theory

3.1. General introduction.
3.2. The first generation of the Frankfurt School: W. Th Adorno / M. Horkheimer.
3.3. Dimensionality and subjectivity as H. Marcuse.
3.4. The theory of communicative action.
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4. The culture of a postmodern society

4.1. Culture and simulation
4.2. Technology, virtualization and hyper-
4.3. The critique of postmodernism

5. Analysis of the audiovisual message from the viewpoint of the sender and the receiver and the elements of the message itself.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	35,00	100
Classroom practices	25,00	100
Development of group work	10,00	0
Development of individual work	10,00	0
Readings supplementary material	5,00	0
Preparing lectures	10,00	0
Resolution of case studies	10,00	0
TOTAL	105,00	

TEACHING 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.
The teacher's task is not only to provide information to the student, but should facilitate critical learning, motivate students from the subject matter and thus develop the capacity for reflection, self-learning and discussion. The best format for this approach should be the interaction of theory, methodology and applied analysis. In this way the student can finally have the tools to do their research work particularly in the orientation of which will be taken into account the criteria organizers of the agenda and the interests of each student or group of students in your case.

EVALUATION

Overcoming the subject by the student will require, as preferred option, conducting a final review of theoretical, that will mean 50% of the total value of the note and must attain the passing score. This examination will cover the basic concepts developed throughout the activity classes, which should be developed by the student and placed in relation to the assumptions and circumstances that serve as an example.

The other 50% is obtained from the continuous assessment process, as follows: 25% attendance and active participation in discussion or resolution of cases or proposed activities in the classroom and 25% for the preparation and presentation of a mandatary paper**, conducted throughout the course**, on communication activities, always working for it a sound theoretical rationale.

As an alternative for those students who do not pass the process of continuous assessment, given this choice:

Review of theoretical and practical content with a maximum value of 70% of the grade, reducing the remaining continuous assessment 30%. So, failure to provide scoring for this item, note the maximum achievable will be a 7 (with 10 examination) and for a 6'3 5 will need a review.

In any case, the evaluation of this subject will be done in compliance with the University Regulations in this regard, approved by the Governing Council on 30th May 2017 (ACGUV 108/2017)

REFERENCES

Basic

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- Gutiérrez Ordóñez, Salvador, De Pragmática y Semántica, Madrid, Arco Libros, 2000.
-   López, Ángel, Escritura e información, Madrid, Cátedra, 1995.
- Mattelart, Arman y Mattelart, Michele, Historia de las teorías de la comunicación, Barcelona, Paidós, 1997.
- Luis Veres, Los lenguajes del terrorismo, Valencia, Tirant lo Blanc, 2017.
- Wolf, Mauro, Los efectos sociales de los Media, Barcelona, Paidós, 1994.

Additional

- Baylon, Christian, La comunicación, Madrid, Cátedra, 1996.
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  -Durand, Jaques, Las formas de la comunicación, Barcelona, Mitre, 1985.
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  -Rey, Juan, La significación publicitaria, Sevilla, Alfar, 1992.
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  -Saussure, Fernando de, Curso de Lingüística general, Buenos Aires, Losada, 1967.
  -Semprini, Andrea, Semiótica de la marca: una aproximación semiótica, Barcelona, Paidós, 1999.
  -Serrano, Sebastià, La semiótica: una introducción a la ciencia de los signos, Barcelona, Montesinos, 1988.
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  -Schuichiarino, Nicola, El vestido habla, Madrid, Cátedra, 2000.
  -Ullman, Stephen, Semántica. Introducción a la ciencia del significado. Madrid, Taurus, 1991.
  -Veres, Luis, La retórica del terror, Madrid, Ediciones de la Torre, 2007 (2ª ed.).
  -Veres, Luis y Catalán, Miguel (Coords.), Estrategias de la desinformación, Valencia, Generalitat Valenciana, 2003.
  -Wolf, Mauro, Los efectos sociales de los Media, Barcelona, Paidós, 1994.

ADDENDUM COVID-19

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

If it is required by the sanitary situation, the Academic Committee of the Degree will approve the Teaching Model of the Degree and its adaption to each subject, establishing the specific conditions in which it will be developed, taking into account the actual enrolment data and the space availability.