

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

Code	36551
Name	History of communication
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	1	Second term

Subject-matter

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	2 - Comunicación	Basic Training

Coordination

Name	Department
LLORCA ABAD, GERMAN	340 - Language Theory and Communication Sciences

SUMMARY

This is a diachronic framework course that analyzes the evolution of communication as a social, technological and specifically communicative fact. However, since it is included in the field of audiovisual knowledge and practice, special relevance will be given both to the historical conformation of this field in general and to the shaping of this field in specific media such as radio, television and digital communication spaces consolidated in the 21st century.

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. Knowledge of image analysis and speech are transverse to Audiovisual Communication studies.

OUTCOMES

1333 - Degree in Audiovisual Communication

- 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 should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
- Students should be able to adapt to technological and socio-occupational changes.
- Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.
- Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.
- Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).
- Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.
- Students should be able to defend a culture of peace and respect for the fundamental human rights within the processes of communication, specifically in regards to equality between women and men in all types of communication (informative, interpretative, semiotic, dialogic and opinion).
- Students should have an understanding of the different languages, codes and modes of representation used in the different technological and audiovisual mediums such as photography, cinema, radio, television, electronic image and video, internet etc., through their own individual industries and aesthetics, as well as through the evolution of their social and cultural relevance through time. This should generate the ability to analyse stories and audiovisual works, considering the iconic messages of the texts as products of the social, political and cultural conditions in which they were produced.
- Students must be able to develop their own work, both in terms of creation and research, whilst putting into practice the skills that they have acquired. They must know how to take responsibility for their own projects (although this would be under the guidance of a tutor).



LEARNING OUTCOMES

The course aims to achieve the following learning outcomes of the Degree in Audiovisual Communication:

- Identify the social, cultural and historical relevance of the aesthetic proposals of the audiovisual industries.
- To identify the organizational structures in the field of visual and sound communication.
- To know the interrelation between the subjects of audiovisual communication: authors, institutions, companies, media, supports and receivers.

In short,

- To refer a fundamental vision of the contents, competences and skills to be acquired, as well as a clear perspective of the most relevant and necessary conceptual delimitations.
- Use the relevant guidelines regarding the treatment of the proposed texts for individual reading, analysis and study.

DESCRIPTION OF CONTENTS

1. Some ideas for an introduction

The first part of the unit is dedicated to establish the basic conceptual keys of human communication processes. A review of the main basic ideas is carried out to understand the concept of human communication societies.

1. The Cognitive Revolution
2. First talk, and then write
3. What was communicated?
4. Create, preserve, and transmit
5. This subject in ten minutes

2. The history of mediation

This unit develops the concept of mediation linked with the processes of human communication. Representation, figuration, narration and others of importance.

1. Focus
2. In the middle Ages
3. In the Renaissance
4. In the Modern Era I
5. In the Modern Era II



3. The modern communication

Unit three reviews the events that linked with the industrial revolution, communications and telecommunications, shape modern and mass societies.

1. The Nation-States
2. Progress and communication
3. More in relation to this...
4. The incipient "mass-communication"
5. Mass societies

4. The mass-communication

This unit proposes the study of mass communication. It analyzes the role that the written press, but especially the radio and audiovisual discourses, have had in the current configuration of human communication processes.

1. The arrival of the XX century
2. The interwar stage
3. Peace, prosperity and Cold War
4. Television and more Television
5. The digitalization

5. The multitude-communication

The last unit of the program proposes a detailed analysis of the last 20 years of the History of Digital Communication. In addition to reviewing the main milestones of the period, there will be spaces for prospective debate that will allow students to define future trends.

1. The arrival of the 21st century
2. The hardware revolution
3. The software revolution
4. Internet for everything
5. The network society

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Attendance at events and external activities	4,00	0
Development of group work	20,00	0
Development of individual work	10,00	0
Study and independent work	48,00	0
Readings supplementary material	5,00	0
Preparing lectures	2,00	0
Resolution of online questionnaires	1,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The face-to-face teaching will combine the following methodologies:

- Lecture
- Case studies and analysis
- Discussions and seminars

All new content is progressively introduced and rooted in student's previous knowledge. Students ought to actively participate within the dynamics of learning. The teaching is carried out twice a week in 2 hours long face-to-face sessions. In each of those sessions, the teacher will introduce new concepts and ideas, and will instruct the students in how to approach specific bibliography and how to plan daily activities.

Lectures will be participative and the teacher will constantly encourage students to take part in the debates around concepts. The teacher also suggest as good habits students can improve on their own:

- a) selection and working on recommended documentary sources
- b) full cooperation with other students
- c) research on recommended texts and bibliography
- d) analytical and systematic monitoring of media speeches

The teacher undertakes the commitment of helping and mentoring the student after class, through face-to-face coaching, e-mail or *aula virtual* messaging system. General recommendations for the students:

- a) invest extra time reading and preparing the subject
- b) invest extra effort making practical works
- c) invest extra time and effort preparing the final evaluation



EVALUATION

The general grading system will follow the Regulation of evaluation and grading of the Universitat de València for bachelor's and master's degrees, approved by the Consell de Govern on May 30, 2017 (ACGUV 108/2017).

Due to the theoretical approach of this subject, the following evaluation work is proposed:

- Final written test: individual exam, 60% of the final mark.
- Presentation of outlines and summaries (I): group work, 30% of the final mark.
- Presentation of outlines and summaries (II): writing an individual review of a book from the bibliography, 10% of the final mark

The teacher will provide the students with the guidelines for the realization of the work and will follow the elaboration process with periodic meetings during the semester.

Attending lectures, activities and mentorship sessions will be *positively* evaluated, but it is no measurable part of the final score.

The only valid telematic means of communication with the professor is the official email service of the UVEG, as well as the official messaging system of the Aula Virtual classroom of the UVEG. The professor does not consider any other means of communication valid and in case of a claim, only the communication that has been established through the official email of the UVEG or Aula Virtual classroom of the UVEG will be estimated and evaluated. The professor keeps the right to make the official communications considered appropriate, in time and form during the course, through these channels (indications on mandatory readings, delivery and deadlines for submission of works, notice of tests, groups distribution, etc.).

Tests and exams can be written both in Spanish or Catalan, according to the student's preferences. English will also be an option for ERASMUS and foreign students.

Problems with spelling, syntax and/or written expression will be scored negatively and may result in failure of the test.

In case of plagiarism in a student's evaluation work, this may be evaluated with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

Intellectual honesty is vital to an academic community and for the fair evaluation of the student's work. All work submitted in this course must be originally authored by every student. No student shall engage in unauthorized collaboration or make use of ChatGPT or other AI composition software.



REFERENCES

Basic

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- J. M. Perceval. Historia mundial de la comunicación. Madrid. Cátedra. 2015
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- G. Weill. El periódico. Orígenes, evolución y función de la prensa periódica. Sevilla. Comunicación Social Ediciones y Publicaciones. 2007.

Additional

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- J. M. Bernardo Paniagua. El sistema de la comunicación mediática. De la comunicación interpersonal a la comunicación global. Valencia. Tirant lo blanch: 2006.
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