

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

Code	36553
Name	Teorías de la comunicación
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

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

Subject-matter

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	2 - Comunicación	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, "Communication Theories" 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

1333 - Degree in Audiovisual Communication

- 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.
- 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 express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.
- 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 initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.
- Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.



- Students must be capable of applying techniques and processes of creation and technical or human resources necessary for the design of the production of an audiovisual work from its stage elements and brand image until its graphic commercialisation project.
- Students must be able to search, select and organise any type of audiovisual document in a database, as well as their use in different audiovisual formats using digital methods.
- In terms of creativity, students must be able to take expressive and thematic risks within the framework of availability and in terms of audiovisual communication. They must be able to apply personal solutions and points of view in the development of projects.
- 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).
- Students must be able to deepen their acquired knowledge and to develop and apply these skills in the various fields of audiovisual communication.

LEARNING OUTCOMES

0. 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. Introducció general
- 2.2. La primera generació de l& acute;Escola de Frankfurt: Th. W. Adorno / M. Horkheimer
- 2.3. Unidimensionalitat i subjectivitat segons H. Marcuse
- 2.4. la teoria de l& acute;acció comunicativa

**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	45,00	100
Computer classroom practice	15,00	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.

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.

