

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

<b>Code</b>	36565
<b>Name</b>	Communication and cultural studies
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	4.5
<b>Academic year</b>	2023 - 2024

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1333 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	4	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1333 - Degree in Audiovisual Communication	5 - Discurso, ideología y pensamiento	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
MENDEZ RUBIO, ANTONIO	340 - Language Theory and Communication Sciences

**SUMMARY**

The field of socio-communicative studies that is academically and internationally recognized as "cultural studies" or "cultural studies" is presented. In reality, this area of knowledge, as it was inaugurated around 1960 around the so-called Birmingham School, is by no means a closed or strictly specialized area but, on the contrary, tries to connect communication studies with instruments of analysis and agenda issues that operate in other areas such as anthropology, semiotics, economics, sociology or literature. In this sense, the student is introduced not so much to an area of specific issues (supports, discursive genres, audiovisual texts...) but to a transversal, multifocal approach to the relations between communication and culture, with special attention to the problems that interconnect power, mass culture and popular culture. The subject starts from a work with the theoretical framework of cultural studies to, from there, display, explain and apply the main currents or perspectives that, within this framework, have been more effective and productive when investigating the dialectical relations 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

No requirements. In a generic way, the student is recommended to promote a humanistic profile, of interest not only in communicative or audiovisual aspects but sociocultural in a broad sense, and specifically political and aesthetic.

## 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 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 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.



## LEARNING OUTCOMES

- Know the codes and modes of representation typical of audiovisual communication.
- Identify the social, cultural and historical relevance of the aesthetic proposals of the audiovisual industries.
- Carry out analysis of stories and audiovisual works.

## DESCRIPTION OF CONTENTS

### 1. Communication, culture and society

- 1.1. Basic concepts
- 1.2. Culture and society
- 1.3. The invention of the everyday life

### 2. Birth and evolution of cultural studies

- 2.1. The Birmingham School (CCCS)
- 2.2. Encoding/Decoding: The Ethnographic Turn
- 2.3. Globalization and critical limits of cultural studies

### 3. Methodological opening and conflict

- 3.1. Popular culture
- 3.2. The subcultural approach
- 3.3. The media as mediations

### 4. Analysis, applications and debates

Presentation of case studies through which the relationship between cultural analysis, audiovisual communication and social criticism is raised and discussed.

**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
<b>TOTAL</b>	<b>112,00</b>	

**TEACHING METHODOLOGY**

1. Master class: mainly focused on the general introduction of the subject and the necessary methodological notes.
2. Individual and group tutoring for the purpose of making consultations.
3. Study of the complementary texts and the bibliography by the students.
4. Preparation, individually or in groups, of the presentation in the classroom.
5. Development of the different phases of the final work.

**EVALUATION**

Planning, development and defense of the final work: 60%

Submission of outlines, abstracts and proposed texts: 30%

Assessment of attitude and participation in class dynamics: 10%

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.

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

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.

The general grading system will follow the regulations of the Universitat de València approved by the Consell de Govern on May 30, 2017. ACGUV 108/2017.



## REFERENCES

### Basic

- 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.
- 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.
- Mattelart, A. / Neveu, E.: "Introducción a los estudios culturales". Barcelona, Paidós, 2004.
- Méndez Rubio, A.: "Perspectivas sobre comunicación y sociedad". València, 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.
- Guha, R.: Las voces de la historia y otros estudios subalternos. Barcelona, Crítica, 2002.
- Hebdige, D.: Subcultura: El significado del estilo. Barcelona, Paidós, 2003.