

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

Code	36616
Name	Sociología de la comunicación
Cycle	Grade
ECTS Credits	6.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	1	Second term

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	4 - Sociología	Basic Training

Coordination

Name	Department
PECOURT GRACIA, JUAN	330 - Sociology and Social Anthropology

SUMMARY**English version is not available**

La asignatura de Sociología de la Comunicación se integra en el módulo de Formación Básica del Grado de Periodismo, junto con las de Historia del Mundo Actual, Derecho de la Comunicación, Historia de la Comunicación, Introducción a la Economía Actual, Instituciones Políticas contemporáneas, Expresión Oral y Escrita para medios de comunicación Y (en castellano), Expresión Oral y Escrita para medios de comunicación II (en valenciano), Teorías de la Comunicación y Documentación Comunicativa. Con la asignatura de Sociología de la Comunicación el estudiantado del Grado de Periodismo obtendrá conocimiento sobre las grandes estructuras sociales (Sido. mercado, clases sociales, identidades colectivas) y las micro-interacciones (frente a frente, ritualizadas, mediatizadas) que condicionan los procesos comunicativos en la sociedad actual. Se abordarán también elementos claves como la estructura social de la esfera pública contemporánea y algunos de los conflictos culturales más significativos que tienen lugar en este espacio comunicativo.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Relación con otras asignaturas de la misma titulación

En el Grado de Periodismo, la Sociología de la Comunicación es una materia básica de la rama de comunicación, por lo cual tiene una especial relación con las asignaturas de la misma característica: Historia de la comunicación, Teorías de la comunicación, Documentación comunicativa e Instituciones políticas y políticas de comunicación.

Otros tipos de requisitos

El alumnado que se matricule en la asignatura de Sociología de la Comunicación no tendrá que tener competencias previas especiales, más allá de las adquiridas en el bachillerato y del correcto uso de la lengua oral y escrita, de un nivel básico de alfabetización digital y de cierta capacidad de cuestionamiento de la realidad que le permita formular preguntas y proposiciones conducentes en su investigación e interpretación.

OUTCOMES

1334 - Degree in Journalism

- 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 should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
- 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.



LEARNING OUTCOMES

English version is not available

DESCRIPTION OF CONTENTS

1. THE SOCIOLOGICAL TRADITION

- 1.1. Modern society and sociological knowledge
- 1.2. The classical tradition: Durkheim, Marx, Weber
- 1.3. Classical tradition and communication

2. THE MICRO-SOCIOLOGICAL PERSPECTIVE: SOCIAL INTERACTIONS

- 2.1. "Social interaction" theories
- 2.2. Mass media and social interaction
- 2.3. The transformation of visibility and new celebrities
- 2.4. Case study: the smartphone and social interaction

3. THE MACRO-SOCIOLOGICAL PERSPECTIVE: SOCIAL STRUCTURES

- 3.1. The "field" as a social structure
- 3.2. "Capital" and forms of power
- 3.3. Habitus and know-how
- 3.4. The structure of the "journalistic field": the double dependence
- 3.5. Case study: political journals during the Franco regime (1939-1975)

4. MODERN SOCIETY AND PUBLIC SPHERE

- 4.1. The structure of the "public sphere"
- 4.2. Criticism of the public sphere: the "junior publics"
- 4.3. Public sphere and "space for opinion"
- 4.4. The sociology of media intellectuals
- 4.5. Case study: intellectual controversies in post-March 15 Spain

5. MODERN SOCIETY AND CULTURAL CONFLICT

- 5.1. The sociological concept of culture
- 5.2. Culture as an ideology: Marx versus Mannheim
- 5.3. Culture as hegemony: Gramsci
- 5.4. Mass media and cultural conflict: the "social panics"
- 5.5. Case study: moral panics in post-March 15 Spain

**6. DIGITAL SOCIETY AND POSTMODERN CULTURE**

- 6.1. From the "Information Society" to the "Network Society"
- 6.2. The architecture of the Internet: centralised versus distributed networks
- 6.3. Social networks and "convergence culture"
- 6.4. Cultural post-modernity: "hyper-reality" and "schizophrenia"
- 6.5. Case study: political activism in the digital age.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Development of group work	46,00	0
Study and independent work	26,00	0
Preparation of evaluation activities	18,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

English version is not available

EVALUATION

English version is not available

REFERENCES**Basic**

- Bourdieu, P. (2006), Sobre la televisión, Anagrama, Barcelona.
- Castells, M. (1997), La era de la información, Economía, sociedad y cultura. La sociedad red, Alianza, Madrid.
- Castells, M. (2009), Comunicación y poder, Alianza, Madrid.
- Giddens, A. y Sutton, P. W. (2018), Sociología, Alianza, Madrid.
- Habermas, J. (1981), Historia y crítica de la opinión pública, Gustavo Gili, Barcelona.
- Thompson, J.B. (1998), Los medios y la modernidad: una teoría de los medios de comunicación, Paidós, Barcelona.



Additional

- Baudrillard, J. (2005), Cultura y simulacro, Kairós, Barcelona.

Benkler, Y. (2015), La riqueza de las redes: cómo la producción social transforma los mercados y la libertad, Icaria, Barcelona.

Bourdieu, P. y Wacquant, L. (2008), Una invitación a la sociología reflexiva, Siglo XXI, Buenos Aires.

Cohen, S. (2017), Demonios populares y pánicos morales: delincuencia juvenil, subculturas, vandalismo y drogas, Gedisa, Barcelona.

Collins, R. (2009), Cadenas de rituales de interacción, Anthropos, Barcelona.

Eagleton, T. (2001), La idea de cultura. Una mirada política sobre los conflictos culturales, Paidós, Barcelona.

Goffman, E. (1993), La presentación de la persona en la vida cotidiana, Amorrortu, Buenos Aires.

Jamerson, F. (1991), El postmodernismo o la lógica cultural del capitalismo avanzado, Paidós, Barcelona.

Jenkins, H. (2006), Convergence culture: la cultura de la convergencia de los medios de comunicación, Paidós, Barcelona.

Larraín, J. (2010), El concepto de ideología (4 vols), LOM Ediciones, Santiago de Chile.

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

Contents will remain as stated by the course's syllabus.



2. Workload and teaching schedule

Workload remains as scheduled by the course's syllabus

3. Methodology

Theory & practical lessons in the classroom + synchronic videoconference via BBC

4. Assessment

Written examination at the Faculty. In case a new quarantine has been announced, the lecturer will decide between online assessment (written exam via BBC) and academic papers.

5. Bibliography

Literature references remain as original recommended.

DISTANCE (ONLINE) LEARNING

1. Contents

Contents will remain as originally stated by the course's syllabus.

2. Workload and teaching schedule

Workload will be adapted to the new conditions, by eventually replacing the original tasks for more suitable ones.

3. Methodology

Synchronic videoconference via BBC + tasks via Moodle

4. Assessment

In case a new quarantine has been announced, the lecturer will decide between online assessment (written exam via BBC) and academic papers.



5. Bibliography

Literature references remain as original recommended, as far as they are online accessible. Otherwise single papers will be made accessible for the course's students via Moodle.

