VNIVERSITAT ĎE VALÈNCIA

COURSE DATA

Data Subject

Code	36616
Name	Sociology of communication
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

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

Sociology of Communication is part of the Basic Training module of the Bachelor's Degree in Journalism, together with History of the Modern World, Communication Law, History of Communication, History of Communication, Introduction to Modern Economics, Contemporary Political Institutions, Oral and Written Expression for the Media Y (in Spanish), Oral and Written Expression for the Media II (in Valencian), Theories of Communication and Communication Documentation. With the subject Sociology of Communication, students of the Bachelor's Degree in Journalism will gain knowledge about the large social structures (State, market, social classes, collective identities) and the micro-interactions (face-to-face, ritualised, mediatised) that condition the communicative processes in today's society. Key elements such as the social structure of the contemporary public sphere and some of the most significant cultural conflicts that take place in this communicative space will also be addressed.

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

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

The intended learning outcomes at the end of the course are as follows:

- To show an adequate knowledge of communication sciences within the framework of the social sciences.
- To list the concepts, models and critical elements that describe, explain and attempt to understand communication in its different facets through knowledge of a theoretical nature.
- Adopt a critical position that enables the different currents of study on communication to be assessed and reviewed on the basis of the socio-cultural elements found in their birth and development.
- Recognise and apply different theoretical perspectives explaining the processes of production, distribution and reception of communication.
- Carry out and present correctly a work from a scientific point of view.
- Find techniques for searching, identifying, selecting and collecting information.

The skills to be acquired are:

1. The sociological imagination, the ability to break away from 'common sense' knowledge in cultural and communicative fields.
2. The ability to make basic use of the general conceptual tools of sociology.
3. Observation of the specific contexts of media production, transmission and reception.
4. The ability to relate issues of inequality and difference in communicative contexts.

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 TRADITION: 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 TRADITION: 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

The training activities are divided into face-to-face and non-face activities.

The face-to-face activities will focus on:

-Theoretical classes: development of the syllabus through the construction of knowledge in the classroom (physical or virtual).

-Practical classes:- Activities aimed at the assimilation of theoretical concepts, practical exercises and tutoring of group work.

The non-classroom activities will focus on:

-Group work: construction of an analytical case related to the contents of the course.

- Reading: texts of a scientific or critical nature provided by the teacher in preparation for class practice.

- Study: for the objective tests at the end of the term.

EVALUATION

At the first sitting:
The assessment will consist of two different parts, namely:

- Individual written test at the end of the four-month period.................. 50%.

- Group work reflecting on the subject................................ 50%.

The written test will include all the material contained in the contents of the subject and is recoverable.
The group work will be supervised by the teacher and both the work and the mark will be the same for all the members of the group; likewise, it will be recoverable.
In order to pass the course as a whole, it is necessary to achieve at least a mark of five in both the written exam and the team work.

Attention: Work, exams or any other activity that students prepare for their teaching assessment must be original, without plagiarism. The detection of plagiarism, as a serious offence, will result in immediate failure of the respective subject. The following will also be considered serious misconduct, and will therefore result in immediate suspension from the exam session: copying or facilitating the copying of work between students on the degree course; irregularly accessing or appropriating the content of a test or exam in advance; facilitating or procuring the subsequent appropriation, alteration or destruction of the content or results of an assessable activity and impersonating a person in exams. When the serious misconduct mentioned in this point is detected, the teacher must inform the Grade Coordination.

Attention: 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.

In the second call: the criteria of the first call will be maintained.

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, Icària, 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.