

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

Code	36617
Name	History of communication
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

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

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	5 - Comunicaci3n	Basic Training

Coordination

Name	Department
MARTINEZ GALLEGO, FRANCISCO ANDRES	340 - Language Theory and Communication Sciences

SUMMARY**English version is not available**

- La asignatura de Historia de la Comunicaci3n se integra en el m3dulo de Formaci3n B3sica del Grado de Periodismo, junto con las de Historia del Mundo Actual, Derecho de la Comunicaci3n, Sociolog3a de la Comunicaci3n, Introducci3n a la Econom3a Actual, Instituciones Pol3ticas contempor3neas, Expresi3n Oral y Escrita para medios de comunicaci3n Y (en castellano), Expresi3n Oral y Escrita para medios de comunicaci3n II (en valenciano), Teor3as de la Comunicaci3n y Documentaci3n Comunicativa.
- Con la asignatura de Historia de la Comunicaci3n el estudiantado del Grado de Periodismo obtendr3 y producir3 conocimiento sobre las distintas formas en las cuales las sociedades humanas, en su devenir diacr3nico, han usado y organizado la comunicaci3n y los medios de comunicaci3n social para generar sus interacciones, su organizaci3n social, su tejido cultural y sus formas de poder.
- La asignatura de Historia de la Comunicaci3n se coordina, especialmente, con las de Historia de la Comunicaci3n Social al Pa3s Valenciano, Teor3a e Historia del Periodismo Y y Teor3a e Historia del



Periodismo II, para evitar solapamientos y articular una secuencia de conocimientos y competencias lógica y progresiva.

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 Historia 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: Sociología de la comunicación, Teorías de la comunicación, Documentación comunicativa e Instituciones políticas y políticas de comunicación.

Así mismo, se considera a la Historia de la comunicación como una materia central en la adquisición de conocimientos en I

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

1334 - Degree in Journalism

- 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 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 must be able to search, select, contextualise and order any type of source or document (written, audio, visual etc.) useful for the elaboration and processing of information, as well as for persuasive communicative or fictional and entertainment uses.
- Students must be able to reasonably propose ideas from the basics of rhetoric, as well as to communicate through the techniques of persuasion.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)



- Understand the communicative dimension of societies, as well as its links with the political, cultural, social and technological dimensions, prioritising the various explanatory factors of historical continuity and change.
- Identify knowledge of the major contemporary economic, sociological, political and cultural processes.
- To approach relevant historical, economic, political and sociological problems by learning to interpret and explain them with the help of the usual concepts, models and analytical schemes.
- To discover links between the present and the past and to understand the diachronic evolution of communication in its relation to forms of life, sociability and culture.

DESCRIPTION OF CONTENTS

1. FROM LANGUAGE TO WRITING

- 1.1. From the gesture to the word or the defeat of the Neanderthal
- 1.2. The writing and the power.
- 1.3. From the communication of God to that of men.

2. THE INVENTION OF THE PRINTING PRESS AND THE BAROQUE CULTURE

- 2.1. The effects of printing on modernity
- 2.2. Absolutist State and communication
- 2.3. pPublic sphere and modern conversation

3. FROM TELEGRAPH TO INTERNET: FROM SPEED TO DIZZINESS

- 3.1. Bourgeois revolution and contemporary communication
- 3.2. Nation-building: from symbolic catalogue to banal persuasion
- 3.3. The age of mass propaganda
- 3.4. Demediation and post-truth



WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Development of individual work	40,00	0
Study and independent work	15,00	0
Readings supplementary material	20,00	0
Preparation of evaluation activities	15,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

English version is not available

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..... 80%.
- Individual follow-up work on the subject..... 20%.

In order to pass the course as a whole, it is necessary to achieve at least a mark out of five in both the written exam and the individual assignments (film reports).

The reports on the films seen in the classroom will consist of:

- a) An analysis of the film, highlighting the communicative, symbolic and relational (sociability) elements that appear.
- b) Complementary bibliography may be consulted (and it is highly recommendable and assessable) and cited at the foot of the page, in order to deepen the analytical quality.
- c) Each report will have a minimum of 10 pages (DIN A4) and a maximum of 15. It will be written in time new roman or similar font, size 12, 1.5 line spacing. It will have, at least, the following sections: title page (name of the student, title of the film, date of completion of the work); table of contents; development of the analysis (optionally subdivided into chapters); and bibliography.
- d) The evaluation of the reports will be verified through the rubric that appears at the end of this text.

In second calls:

The criteria of the first call will be maintained.

**Attention:**

Intellectual honesty is vital in academic communities, and for the fair assessment of student work. All work submitted for this course must be original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted.

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

The following will also be considered serious misconduct and, therefore, may result in immediate suspension from the exam session: copying or facilitating the copying of work among undergraduate students; irregularly accessing or appropriating in advance the content of a test or exam; facilitating or procuring the appropriation, alteration or subsequent destruction of the content or results of an assessable activity and impersonation of the person in exams. When the serious misconduct mentioned in this point is detected, the teacher must notify the Grade Coordination.

REFERENCES**Basic**

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- BRIGGS, A. y BURKE, P. (2002): De Gutenberg a Internet. Una historia social de los medios de comunicación. Madrid, Taurus.
- CHICHARRO, M.M. y RUEDA LAFFOND, JC. (2005). Imágenes y palabras. Medios de comunicación y públicos contemporáneos. Madrid: CIS.
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Additional

- BARBIE. F. y LAVENIR, C.B. (1999): Historia de los medios. De Diderot a Internet. Buenos Aires: Colihue.
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- EISENSTEIN, E. (1994): La revolución de la imprenta en la edad moderna europea. Madrid: Akal.



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- PETERS, J.D. (2014): Hablar al aire. Una historia de la idea de comunicación. México. Fondo de Cultura Económica.
- PERCEVAL, J.M. (2015): Historia mundial de la comunicación. Madrid, Cátedra.
- RUEDA LAFFOND, J.C., GALÁN, E., RUBIO, A.L (2014): Historia de los medios de comunicación. Madrid: Alianza Editorial.
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- WU, T. (2016): El interruptor principal. Auge y caída de los imperios de la información. México, Fondo de Cultura Económica.
- WU, T. (2020): Comerciantes de atención. La lucha épica por entrar en nuestra cabeza. Madrid. Capitán Swing.