

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

Code	36619
Name	Teorías de la comunicación
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	2	Second term

Subject-matter

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

Coordination

Name	Department
CARRATALA SIMON, FRANCISCO ADOLFO	340 - Language Theory and Communication Sciences

SUMMARY

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PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**

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



Other requirements

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 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 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

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**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Development of group work	23,00	0
Development of individual work	25,00	0
Study and independent work	7,00	0
Readings supplementary material	11,00	0
Preparation of evaluation activities	11,00	0
Preparation of practical classes and problem	13,00	0
TOTAL	150,00	

TEACHING METHODOLOGY**English version is not available****EVALUATION****English version is not available****REFERENCES****Basic**

- Estrada Alsina, A. & Rodrigo Alsina, M. 2009, Teories de la comunicació, Editorial UOC, Barcelona.
- Hernández-Santaolalla, V. 2018, Los efectos de los medios de comunicación de masas, Editorial UOC, Barcelona.
- McQuail, D. & Windahl, S. 1984, Modelos para el estudio de la comunicación colectiva, Ediciones Universidad de Navarra, Pamplona.
- Moragas Spà, M. de. 2011, Interpretar la comunicación: estudios sobre medios en América y Europa, Gedisa, Barcelona.
- Rodrigo Alsina, M. 2001, Teorías de la comunicación: ámbitos, métodos y perspectivas, UAB Servei de Publicacions, Bellaterra.
- Saperas, E. 1992, Introducció a les teories de la comunicació, Editorial Pòrtic, Barcelona.
- Whright, C.R. 1986, Comunicación de masas: una perspectiva sociológica, Paidós, México.
- Wolf, M. 1987, La investigación de la comunicación de masas: crítica y perspectivas, Paidós, Barcelona.



Additional

- Boni, F. 2008, Teorías de los medios de comunicación, UAB, Barcelona.
- Chomsky, N. & Ramonet, I. 1995, Cómo nos venden la moto, Icaria, Barcelona.
- De Fleur, M.L. & Ball-Rokeach, S.J. 1993, Teorías de la comunicación de masas, Paidós, Barcelona.
- García Jiménez, L. 2007, Las teorías de la comunicación en España: un mapa sobre el territorio de nuestra investigación (1980-2006), Tecnos, Madrid.
- Igartua, J.J. & Humanes, M.L. 2004, Teoría e investigación en comunicación social, Síntesis, Madrid.
- Martín-Barbero, J. 1987, De los medios a las mediaciones: comunicación, cultura y hegemonía, 3ª edn, Ediciones Gustavo Gili, México.
- Mattelart, A. & Mattelart, M. 1995, Historia de las teorías de la comunicación, Paidós, Barcelona.
- McLuhan, M. 2009, Comprender los medios de comunicación: las extensiones del ser humano, Paidós, Barcelona.
- McQuail, D. 1983, Introducción a la teoría de la comunicación de masas, Paidós, Barcelona.
- Méndez Rubio, A. 2004, Perspectivas sobre comunicación y sociedad, Universitat de València, València.
- Moragas Spà, M.d. 1981, Teorías de la comunicación: Investigaciones sobre medios en América y Europa, Gustavo Gili, Barcelona.
- Noelle-Neumann, E. 1995, La espiral del silencio. Opinión pública: nuestra piel social. Paidós, Barcelona.
- Ramonet, I. 2003, La tiranía de la comunicación, Debate, Madrid.
- Rodrigo Alsina, M. 1989, Los modelos de la comunicación, Tecnos, Madrid.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

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