

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

Code	36646
Name	History of social communication in the region of Valencia
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	2	Second term

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	10 - Evolución del periodismo y de la comunicación	Obligatory

Coordination

Name	Department
LAGUNA PLATERO, ANTONIO	340 - Language Theory and Communication Sciences

SUMMARY

The subject of Social History of Communication in the Valencian Country is part of the module of Compulsory Subjects, which in turn is composed of four subjects and twenty-two subjects. Specifically, it belongs to the subject Evolution of Journalism and Communication, together with the subjects History of Communication and Theory and History of Journalism. With the subject 'History of Social Communication in the Valencian Country' the student of the Degree in Journalism has to obtain and produce knowledge about the historical and communicative evolution in the Valencian territory, within wider contexts such as the Spanish and European ones. It is a question, then, of finding out the mechanisms with which the Valencian society has equipped itself, especially the contemporary one (XIX-XXI centuries), to generate mediation mechanisms in the public sphere and in the territories of politics, society and culture. Among the mediation mechanisms, the knowledge of the media will be privileged, as well as its evolutionary and changing schemes of production, distribution and consumption.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Students enrolling in the History of Social Communication in the Valencian Country will not need to have any special previous skills beyond the correct use of oral and written language, a basic level of digital literacy and a certain ability to question reality in order to establish questions and propositions leading to their research and, of course, the skills acquired in the History of Communication course, taken in the first year of the Degree.

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

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

- To analyze the communicative dimension of the current Valencian society, paying attention to its historical variables.
- To explain and think historically the Valencian society, linking the historical causality with the political, cultural, social, economic, communicative and technological dimensions and hierarchizing the different explanatory factors.
- To establish links between the relevant topics of historiographical interpretation and contemporary journalistic debates in or concerning the Valencian media.
- To become familiar with historical documentation (historiographical and archaeological sources).
- To express themselves correctly and effectively in writing in the language of instruction of the course.



DESCRIPTION OF CONTENTS

1. COMMUNICATION, CULTURE AND IDENTITY

How and why study History of Valencian Communication

2. 1800...THE CITY, FIRST BIG COMMUNICATIVE SCENARIO

3. 1808-1874: PROPAGANDA, REVOLUTION AND REACTION IN THE BOURGEOISE REVOLUTIONARY PROCESS

The conquest/destruction of power. From the propaganda of the revolution, from awareness to alienation.

4. 1874-1909: BETWEEN JOURNALISTIC BUSINESS AND ENGAGED JOURNALISM

New audiences, new strategies to attract audiences and new resources for communication.

5. 1909-1931: TOWARDS MASS COMMUNICATION

The force of images. Broadcast news media, photojournalism, spectacles and emotions

6. 1931-1939: THE FRUSTRATED TRANSITION TO DEMOCRACY

Propaganda and persuasive communication; engaged journalism, war and transformation of the evolutionary process.

7. 1939-1975: DICTATORSHIP AND CULTURAL HEGEMONY

From the Second Republic to the Franco Dictatorship

8. 1976-2015. COMMUNICATION DURING DEMOCRACY



WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Development of group work	30,00	0
Study and independent work	30,00	0
Preparation of evaluation activities	20,00	0
Preparing lectures	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

- Theoretical classes (Lectures), which will establish the spatial, temporal and theoretical frameworks of the 8 thematic cores from the texts that the teacher will release in the virtual classroom well in advance.
- Practical classes through case studies: work on historical documentation (written, audiovisual), to analyze specific situations that are linked to the thematic frameworks established.
- Learning based on a research work on Valencian communication according to the criteria specified in this Teaching Guide.

EVALUATION

EVALUATION 1ST CALL

- **THEORY.** Exam of the total of topics, with multiple-choice questions of those exposed and commented in class, for a total value of **60% of the final grade**. It is very important to take note of the questions answered in class because they will serve as a basis for the exam.
- **SEMINAR. VALENCIAN MEDIA:** 2 seminars given by renowned specialists analyzing the situation of Valencian journalism. After each seminar, objective evaluation test: **20% of the final grade**.
- **WORK: MEMORY OF JOURNALISM.** Work of reconstruction of the history of a Valencian media: **20% of the final grade**.

EVALUATION 2ND CALL AND FOLLOWING CALLS

- **Theoretical exam** of the total of the topics exposed in the virtual classroom, with a value of **100% of the final grade**.
- In no case, the grades of the practical part will be kept.

**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.

The presentation of work and/or exams with spelling or typographical mistakes and/or errors in syntax, coherence or writing will be penalised and may lead to the suspension of the exam.

REFERENCES**Basic**

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- BORDERÍA, E. (2000): La prensa durante el franquismo: represión, censura y negocio. Valencia, 1939-1975. València: Fundación Universitaria CEU San Pablo.
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- LAGUNA, A. (1990): Historia del periodismo valenciano. 200 años en primera plana. València: Generalitat Valenciana.
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- LAGUNA, A. (2015): Vicente Miguel Carceller. El éxito trágico del editor de La Traca. Valencia: Nadir Ediciones
- LAGUNA, A. i LÓPEZ, A. (eds.) (1992): Dos-cents anys de premsa valenciana. València: Generalitat Valenciana.
- LÓPEZ, G. (ed.) (2010): El ecosistema comunicativo valenciano. Características y tendencias de la primera década del siglo XXI. Valencia: Tirant lo Blanch
- RIUS SANCHIS, I. (2000): El periodista, entre la asociación y la represión: 1899-1940. Para una historia de la Asociación de la Prensa Valenciana. Valencia: Fundación Universitaria CEU San Pablo
- XAMBÓ, R.: Comunicació, política i societat: el cas valencià. València: Tres i Quatre