

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

Code	44896
Name	Sociedad del conocimiento y comunicación
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2024 - 2025

Study (s)

Degree	Center	Acad. Period	year
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Faculty of Philology, Translation and Communication	1	First term

Subject-matter

Degree	Subject-matter	Character
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	7 - Sociedad del conocimiento y comunicación	Obligatory

Coordination

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

SUMMARY**English version is not available**

La materia *Sociedad del Conocimiento y Comunicación* se integra en el primer semestre del *Máster oficial en Nuevos Periodismos, Comunicación política y Sociedad del Conocimiento* y es concebida como pilar común respecto de los dos grandes ámbitos abordados en este programa de postgrado, relacionados con el ejercicio periodístico y la comunicación política. Las asignaturas que conforman esta materia buscan explorar el proceso comunicativo desde su articulación con los fenómenos de carácter geoestratégico así como de transformación y movilización social. Por tanto, la materia se aproxima al estudio y reflexión de la comunicación en el contexto actual mediante el análisis y la discusión en torno a las oportunidades y desafíos que plantea en la sociedad red así como sobre las perspectivas e instrumentos teóricos surgidos para su examen. Los contenidos de esta materia contemplan los conocimientos previos adquiridos por el alumnado en las asignaturas precedentes.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

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

2239 - Master's Degree in New Journalism, Political Communication and Knowledge So

- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Show sensitivity for work carried out with rigor, commitment and emphasis, by using inclusive, non-sexist and non-discriminatory language.
- Achieve the organisational and relational capacity to integrate personal work and capacities into the collective work carried out in teams, even in multidisciplinary environments.
- Identify, analyse and integrate the diversity of positions and interests of the actors involved in the communicative relations analysed, including the position and interests of the person carrying out the sociocommunicative research.
- Recognise and explain the ethical and deontological implications and the social responsibility derived from the research outcomes and their effects on the decision-making of the actors involved.
- Respect and promote fundamental rights, equal opportunities and non-discrimination on the grounds of economic status, ethnic origin, sexual orientation or beliefs.
- Respect and promote the principles of equality between men and women, universal accessibility for people with functional diversity, democratic values, the culture of peace and sustainability.
- Be able to establish and delimit the profiles of rigorous and quality journalism in all kinds of fields but especially in those emerging from contemporary social reality in terms of sources, protocols of formulation, professional ethics and public responsibility.
- Be able to differentiate and discuss concepts that account for the social, communicative and cultural transformations in advanced societies in recent decades: knowledge society, network society, globalisation, information society, audience democracy, audience fragmentation, cyberpolitics, networked communities and other similar concepts in the field of information and communication.



- Be able to define a transversal and multidisciplinary conceptual framework with the aim of determining the interconnections between society, politics and the media.
- Be able to differentiate and discuss ways of transmitting all kinds of public policies from the institutions to the citizenry.
- Be able to carry out theoretical work in the specific field of communication and journalism.
- Ser capaz de realizar trabajos prácticos, adaptados a entornos comunicacionales reales, con especificidad en los campos de la comunicación política y/o de las nuevas especializaciones periodísticas, aplicando los conocimientos, las capacidades y las habilidades adquiridas.

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

1. Ability to relate the theoretical contents of communication theory, geopolitics and collective action to contemporary journalism.
2. Ability to analyse and evaluate the insertion of information in the mass media in the relationship between political systems and communicative systems.
3. Ability to analyse and evaluate the relevance of public information in International Relations, as well as to grasp the discourses that construct images of otherness in the context of relations of an international nature.
4. Ability to analyse and evaluate the impact of journalism in the different forms of mobilisation and collective action.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	37,50	100
Attendance at events and external activities	12,50	0
Development of individual work	50,00	0
Study and independent work	50,00	0
TOTAL	150,00	



TEACHING METHODOLOGY

The teaching methodology combines several modalities, including:

- Lectures, designed to present the concepts and raise the fundamental lines of the contents of the subject.
- Attendance and participation in workshops, seminars and conferences, in which debates and open discussions will be held on readings or case studies that the lecturers will present.
- Personal tutorials for guidance and individual discussion with the students on the work framed in the subject.

EVALUATION

The subject will be assessed by means of the following tests, with the weighting indicated in the overall mark for the module:

- The examination of a part of the contents of the subject (30%).
- Participation in the discussion and reading seminars in the classroom (20%).
- The completion of a course work, which allows for an in-depth treatment of the contents of the subject, based on a case study to be agreed with the teaching staff (50%).

ATTENTION:

1. It is necessary to attend 80% of the classes in order to be assessed for the course.
2. Work, exams or any other activity that students prepare for their teaching assessment must be original, without plagiarism or improper use of artificial intelligence. The detection of plagiarism, as a serious offence, will result in the immediate suspension of the respective course. 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 appropriation, alteration or destruction of the content or results of an assessable activity and impersonation in exams will also be considered serious misconduct, and will therefore lead to immediate suspension from the exam session. When the serious misconduct mentioned in this point is detected, the lecturer must inform the degree coordination office.

REFERENCES

Basic

- CASTELLS, M. (2015). *Redes de indignación y esperanza: los movimientos sociales en la era de Internet*. Madrid: Alianza
- CASTELLS, M. (2000). *La era de la información. Vols. I-II-III*. Madrid, Alianza.
- SCOLARI, C. (2008). *Hipermediaciones. Elementos para una Teoría de la Comunicación Digital Interactiva*. Barcelona: Gedisa
- BAUMAN, Z. (2013). *La cultura en el mundo de la modernidad líquida*. Madrid: FCE
- MARÍ, V.M. y CEBALLOS, G. (coords.) (2018). *Desbordes comunicativos: comunicación, ciudadanía y transformación social*. Madrid: Fragua
- CÁRDENAS, L. (2009). *Comunicación y construcción de ciudadanía: aporte para el desarrollo*. Madrid:



Libros de la Catarata

ZAPATA-BARRERO, R. (2001). Ciudadanía, democracia y pluralismo cultural, hacia un nuevo contrato social. Barcelona: Anthropos.

MOURA DE OLIVEIRA, F. (2018). La semiosis de la noticia: movimientos sociales en red y crisis del periodismo. Barcelona: Editorial UOC.

CINTRA, E. & MATEUS, S. (2015). From multitude to crowds: collective action and media. New York : Peter Lang.

BENNETT, W.L. & SEGERBERG, A. (2013). The Logic of Connective Action: Digital Media and the Personalization of Contentious Politics. New York: Cambridge University Press.

Additional

- Castells, M. (2008). Los medios de comunicación en la sociedad red. Barcelona: UOC
- Chillón, A. y Duch, Ll. (2016). Sociedad mediática y totalismo. Antropología de la comunicación. Vol. II. Barcelona: Herder
- Solove, D.J. (2004). The Digital Person: Technology and Privacy in the Information Age. New York: NY UP.
- Sadín, Éric (2017). La siliconización del mundo: la irresistible expansión del liberalismo digital. Buenos Aires: Caja Negra
- Bauman, Z. (2007). Vida de consumo. Madrid: FCE
- Lévy, P. (2007). Cibercultura. La cultura en la sociedad digital. Rubí (Barcelona): Anthropos
- Francisco, A. de (2007). Ciudadanía y democracia: un enfoque republicano. Madrid: Libros de la Catarata
- Collins, R. (2005). Sociología de las filosofías. Una teoría global del cambio intelectual. Barcelona: Hacer Editorial.
- Ullán de la Rosa, F.J. (2017). Teorías sociológicas de los movimientos sociales. Madrid: Catarata.
- Therborn, G. et al. (2016). Nuevas masas, nuevos medios. Madrid: Traficantes de sueño.