

Social Psychology of Communication (26977)

Subject Dynamics

1. Aims

Communication forms the base of all social phenomena. Any practice is carried out within a cultural framework that gives it meaning. During this course, starting out with knowledge of the principles with which we give meaning to a social world, we will explore communicational phenomena, both interpersonal and intrapersonal, that mark out the reality of present social situations. On ending the course, students will be able to:

- Identify the importance of daily communicational practice in the creation and maintenance of social situations.
- Have sufficient tools to be able to begin a study of communicational phenomena.
- Recognise the role of the media in the construction of social situations and subjectivity
- Carry out a critical analysis of media texts.
- Understand the importance of global communication networks and new technology in the construction of situations.

2. Programme

T01 Communication in the Digital Society

Virtual communities; Sociality in the virtual world; Social effects of virtual activities; Identity-building; Materialising processes; Virtuality and Liminality.

T02 Communication and Culture.

Classic communication models; Communication and difference; Baudrillard and contexts; Contexts and cultural competence; an alternative perspective to the study of communication

T03 Signs and Meaning

Semiotics and Semiology; Meaning as a system of relationships; Structuralism; Signs, history and contexts; The politics of meaning.

T04 Competence and Cultural Practice

Communication as a practice; Cultural competence; Cultural field;

Capital; Habitus; Cultural practices and power.

T05 Contexts of Sense

Texts and social communication; Narratives; Genres; Discourses; Discourse analysis and content analysis; Intertextuality; Spiral of Silence and Thematisation.

T06 Ideology

Ideology and material contexts; Functioning of Ideology; Ideology and Signs; Hegemony; Ideology and globalisation, Guerilla Communication.

T07 Subjectivity

Contributions of psychoanalysis; Subjectivity, discourse, sexuality, gender; Foucault and Butler; Subjectivity as a commodity; Effects on the subjectivity of the media.

T08 Conversation and Writing

The social production of meaning; Text and Context; Context analysis; The social life of conversation; Speech and writing; Acts of speech; Writing as a medium; The public and private spheres; Writers, authors and production of text.

T09 Image

The reality of the image; Objectivity of the image; Intertextuality and visual narrative; Images, economies of pleasure and subjectivities.

T10 Globalisation of Communication

Emergence of globalisation; Global communication networks, the thesis of Cultural Imperialism; Globalised diffusion and localised appropriation.

3.Dynamics:

- This subject is based on a series of lectures in digital format (which avoids having to buy the dossier, and the readings that are not read do not need to be printed out). These readings are **suggestions**, but other readings may also be suggested. If you would like to suggest a different reading to work on during the course, it will need to receive the approval of the teaching staff and presented in digital format (so that it is available to the whole class) **within the first two weeks of the course**.
- The theory classes provide content and reinforce the readings.

- A subject is assigned (to 1 or 2 people) and this will be the project for the course. Once during the semester, the group has to present their reading project in front of the class. The project is handed in at the end of the course, taking into account the comments of the other students and, if desired, may go on to form part of the wiki-book for the subject. Student from different years have added their projects to the wiki-book at: http://es.wikibooks.org/wiki/Psicología_Social_de_la_Comunicación.
- After each presentation, the rest of the class (individually or as a group) will make a constructive criticism of the presentation (aspects that were not taken into account, possible examples, theoretical aspects to highlight...)
- In the virtual campus there is a weekly discussion of the subjects and the groups receive comments about their presentations.

1.1.1.T Type classes (Theory):

- The theory classes (three hours) are divided into three parts: lecturer presentation (1 hour), dossier readings projects (1 hour), class discussion (1 hour).
- 1st hour: Theory class. Offers a general overview of the subject that provides a context for the readings.
- 2nd hour and 3rd hour: Two groups present their impressions of the reading in class and the current state of their project. A debate is opened up with questions and suggested examples. This is a space which provides tips for the presenters on how to present their projects and involves contributions to the subject by the rest of the class. Different activities are also carried out.

1.1.2. DT Type classes (Tutorials)

- This is a space offering assessment and support for the project being carried out. Every week a subject is assigned to be discussed in tutorials, and this subject will be presented **the following week** in class. DT is optional. You are recommended to attend on the day (once per semester) that your assigned subject is worked on.

1.1.3.Campus Virtual

- After the Tuesday presentation the contribution by the different groups and will be sent to the virtual campus and questions, doubts and reflections which help the presenting group will be dealt with.

4.Evaluation

The evaluation consists of three parts: weekly contributions to the presentation, final project (which includes the presentation, virtual campus discussion and handing in of the work) and an exam (optional).

- Final Project (one or two people): A subject is presented in class, colleagues are assessed on the virtual campus and the project is handed in at the end of the course. The project is graded 0 to 8 taking these three aspects (presentation, assessment and final project) into account together.
- Weekly Contribution (individual or group): This is a continual system of class evaluation in which an original contribution is made on the presentation. Every contribution is assigned a grade from 0 to 10, **and the average of the 4 best grades is taken**. It is not obligatory to contribute to all of the subjects. The comments must be made in **virtual format** (to the mailbox of the lecturer). Contributions on the virtual campus may be evaluated by peers (although these will not affect the grade).
- Final Exam (individual, optional). No notes or papers may be taken to the exam. The exam varies according to:
 - People who want to improve their grade (maximum increase of 1 point): The exam consists of four questions that particularly reflect the discussions in class and in the virtual campus. They are available one week before on the virtual campus and must be completed on a maximum of 4 sheets on the day of the exam. Two questions must be answered. Anyone aspiring to an 'Excellent' must take the exam.
 - People who are unable to follow the continual assessment: The exam consists of four questions that reflect the thematic areas of the readings. It must be completed on a maximum of 4 sheets on the day of the exam. Two questions must be answered. The grade will take into account the continual assessment activities carried out.

Calculation of the final grade:

Final Grade = Average [WC (0-10) and FP (0-8)] + FE (0 a 1)

CS=weekly contribution; FP= final project; EF= final exam.

5.Format and Handing In of Weekly Contributions and Projects

Presentation:

The presentation involves a proposal that may subsequently become the final project. In the class presentation the concepts will be applied to an example of daily life, preferably with some kind of audiovisual support (video,

photography, role play...) So:

- It gives a general overview of the reading applied to daily examples.
- Use of new technology is valued (Presentation, video...) and originality (actions/role play...)
- Concepts taken from Wikipedia related to reading are presented and an explanation is given as to how they have been improved.
- The Wikipedia concepts used are posted onto the wiki for the subject.

The presentation will be evaluated jointly with the final project.

Weekly contributions:

- **IMPORTANT:** The first sheet should contain the full names of the people presenting the contribution, together with the number of the reading. It should also include the name of the subject and the group that they are registered in (in the case of changes).
E.g.

Joan Pujol
Contribution Reading 0
Social Psychology of Communication, Module 00

- The contributions will be handed in during the week after the presentation. A length of two double-sided, **single spaced** (to save paper) sheets is suggested.
- Important: if your contribution consists of a cut-and-paste of another work with copyright YOU MUST PUT IT IN INVERTED COMMAS AND INDICATE THE ORIGINAL SOURCE.

Final Project

During the year the work will be posted onto the virtual campus wiki, as it is ready. At the end of the course the final project is handed in in printed format and must include (although this does not necessarily constitute a project guide):

- Highlights from the readings on the subject corresponding to both groups.
- Development of the subject.
- Examples to which the subject area may be applied.
- Evidence of taking comments received into consideration.
- Original view of the subject supported by arguments and authors who defend your position.
- Bibliography
- Wikipedia concepts that have been worked on.

- Along with the project, you should hand in the material you used for the presentation: Presentation (Open Office, Power Point,...), video, photos, action script,...
- There is no prescribed length for the project.

Handing in of final project:

- The final date for handing in the project on paper is Monday 9 June at 12 o'clock noon. No projects will be accepted after this time.
- The project can be (a) **handed in person**, (b) **left in the pigeonhole** or, if it doesn't fit in the pigeonhole, (c) **left with the Social Psychology departmental secretary** (just in from of the pigeonholes).

Following the presentation of the final project, with the aim of disseminating the knowledge generated from the projects, a version may be posted on internet as part of the wiki-book section at:

- For projects in Spanish:
http://es.wikibooks.org/wiki/Psicología_Social_de_la_Comunicación
- For projects in Catalan:
http://ca.wikibooks.org/wiki/Psicologia_Social_de_la_Comunicació