

Culture in the Media

Code: 100030
ECTS Credits: 6

Degree	Type	Year	Semester
2502758 Humanities	OB	3	2

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

Elementary Knowledge of the world of communication

Objectives and Contextualisation

The subject of Cultural Communication aims to make the student aware of the cultural communication networks and new cultural practices within the media situation derived from the extension of the mass media and globalization, which acquires a series of critical tools for analyze this situation and these new practices, that practice a new methodology of analysis of this hybrid society and that acquires a critical vision about the relationships that are established between people, collectives and institutions that starting from experiences, discourses and representations socioculturally several make up what it is defined as mainstream culture (main or predominant culture): the challenges of cultural and intercultural communication, the practices and new behaviors of social actors through new networks and new tools for understanding the fluid reality of the 21st century.

Cultural communication, overcoming the elitist vision that practiced the analysis of classical communication networks, explains the complex and dynamic social relations that are developed at an interpersonal and collective level determined by very diverse social and political contexts, in a process of accelerated globalization. We will show that culture and cultures are not homogeneous or static beings but hybrids and dynamics. This study will be done from an interdisciplinary perspective as a transversal vector of cultural communication.

Competences

- Critically analysing the contemporary culture.
- Identifying the historical processes of contemporary culture.
- Properly using the resources and methodologies of the study of contemporary culture.
- Respecting the diversity and plurality of ideas, people and situations.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

Learning Outcomes

1. Applying the knowledge of the different cultural genres to the media.
2. Assessing the implications of photography, cinema, video and television as culture spreading media.
3. Defining the value of cultural magazines in the contemporary culture.
4. Identifying the production and realisation techniques in printed, audiovisual and hypermedia.
5. Questioning the established behaviours concerning audiovisual media.
6. Relating the artistic creations from various periods with other cultural phenomena.
7. Using the appropriate terminology and style in the drafting of a journalistic text.

Content

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Small introduction explaining program: Communication networks and cultural values.

Conceptual introduction

1.1. Culture and communication: the transition from a multicultural society to an intercultural society. The survival of patriarchal discourse in THIS cultural path.

1.2. Definition and Evolution of the concept 'culture'

1.3. The debate on levels of culture (elite culture) and mass culture (mainstream culture)

1.4. Definition of 1 means of mass: the elitist form to the product of cultural consumption.

1.5. Institutionalization of mass culture. The concept of cultural industry and cultural consumption.

Culture, mitjans and mass communication.

2.1. Theories, schools and authors: debates Around mass culture.

2.2. From the Frankfurt School (Adorno, Benjamin, Habermas) in the Castle Networks and in the radical American Critics.

2.3. Interpretive theory, functionalist theory (Tylor and Raddcliffe-Brown)

2.4. Concepts under discussion: appropriation '(Ricoeur), cultural hegemony' (Gramsci), discursive genre and polyphony (Bajtin), self-control and ombralls of shame (Elias), disruption, cultural construction and discourse (Foucault) Reception and re-contextualization (Michel de Certeau), habitus Distinction and field (Bourdieu), interface (Goody), ...

2.5. Counter culture and culture 'trash' The media against culture and the rebellion of urban culture (From Warhol to the Banksy Phenomenon).

2.6. The ideology of the media: ideology of communication

The sources of cultural information. The genres of cultural information.

Cultural information in the mass media

4.1. The cultural information in the premsa. Política de Géneros. Stability and innovation within the framework of the different media systems.

4.2. The cultural information on the radio. Orality and writing: disclosure and creation. New formats Programming on cultural information on the radio grill. Radio in the analogue era and in the digital era.

4.3. Concept of culture in the era of television. Definition and Evolution of cultural formats in television. Debates on the figure and evaluation of the intellectual and performance of the television Critics (Analysis of Reich-Ranicki, Bernard Pivot, Oprah Winfrey, Sánchez Dragó, Jaime Bayly ...). Programs and cultural chains in Europe of the Public Service. Generalist televisions and thematic televisions.

4.4. Changes in relation to culture, information, Knowledge in the Internet age. Renewal of cultural diffusion circuits. New concept of cultural creation. The critical culture in the Internet age. The new actors of culture. Author and Intellectual property in the new production space of the network. Formats for Internet and hybrid formats.

4.5. Fiction in cultural TV.

4.6. The videogames and the new mass cultural devices.

Methodology

master classes

Video projections and text comments

Revision of exits to exhibitions and cultural events

Practical works on urban culture

Interventions in class

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Typus dirigitis	0	0	1, 3, 5, 6, 2
Type: Supervised			
Supervised tips	0	0	7, 4

Assessment

Continuous assessment through test questions at the end of each teaching session

Evaluation of the requested practices

Final course test on the contents exposed

there will be recovery for those students who reach an average of 3.5 in the final grade

They can only recover the suspended ones

The student who has not submitted to any of the tests will be considered non-evaluable.

It will also include as a non-evaluable student that has been presented less than 30% of the tests and practices

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Directed	supervised	16	0.64	4, 6
Directed	Supervised	100	4	3, 2

Title	Weight	34	1.36	1, 7, 5, 6
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Bibliography

Bibliography

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