Theory and History of Communication

Code: 104720
ECTS Credits: 6

Contact
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Use of Languages
Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Teachers
Celia Andreu Sánchez

Prerequisites
There is not prerequisites

Objectives and Contextualisation

Students will learn to think interactive communication, as general objective of this subject. We define interactive communication as the devises and software which uses the so-called internet protocol. We include in this approach the videogames, the virtual reality and the big data. At the same time, this subject has the following secondary objectives:

a) To know the internet's, computer science's and social networking websites' culture.

b) To learn his origins, historical evolution and how they influence in peoples' lives.

c) To delve into those aspects of interactive communication which go beyond the appearances.

Competences

- Distinguish between and apply the principal theories, conceptual frameworks and approaches regulating interactive communication.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages, academic papers, presentations, etc.
- 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.
• Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

Learning Outcomes

1. Cross-check information to establish its veracity, using evaluation criteria.
2. Differentiate between the actors of communication structure in new media.
3. Distinguish the salient features in all types of documents within the subject.
4. Interpret and discuss documents on the main theories of interactive communication and communication structure.
5. Master basic theoretical concepts of communication in new media and its distinguishing features.
6. Plan and conduct academic studies in the field of theory, history and structure of communication and photography.
7. Present a summary of the studies made, orally and in writing.
8. Submit course assignments on time, showing the individual and/or group planning involved.

Content

1. Interactive communication: a definition
2. The origins of interactive communication
3. Internet
4. The birth of the World Wide Web
5. Internet Communication Processes
6. Hackers’ Culture
7. The social Internet
8. Apple: a holistic vision
9. Big Data, privacy and application

Methodology

The theoretical part will be taught throughout the methodology of master class in the classroom. At the same time, the professor will supervise every essay during its elaboration process. Finally, seminars will consist of the discussion of key readings for the subject in the classroom. Previously the students will have to undertake critical writing on the reading. To pass the subject it is obligatory to attend the sessions in the classroom of the different parts of this subject: theory and seminars.

Activities

<table>
<thead>
<tr>
<th>Title</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type: Directed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theory</td>
<td>33</td>
<td>1.32</td>
<td>2, 5, 7</td>
</tr>
</tbody>
</table>
Assessment

For passing the subject will be absolutely necessary passing individually the theoretical part and the essay. Only it will be made average in the case the students scores at least 5 in these two mentioned parts. Plagiarism will be strongly penalised.

Assessment Activities

<table>
<thead>
<tr>
<th>Title</th>
<th>Weighting</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning Outcomes</th>
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<tbody>
<tr>
<td>Essay</td>
<td>40%</td>
<td>2</td>
<td>0.08</td>
<td>1, 5, 7, 6, 8</td>
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<tr>
<td>Seminar</td>
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<td>2.5</td>
<td>0.1</td>
<td>1, 3, 7, 4, 8</td>
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<td>Theory</td>
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<td>3</td>
<td>0.12</td>
<td>2, 5, 7</td>
</tr>
</tbody>
</table>

Bibliography


Himanen, P. (2002). *La Ética del hacker y el espíritu de la era de la información / Pekka Himanen; prólogo de Linus Torvalds; epílogo de Manuel Castells; traducción de Ferran Meler Ortí*. Barcelona: Destino.
