

Sociology of Communication

Code: 101137
ECTS Credits: 6

Degree	Type	Year	Semester
2500262 Sociology	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

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

Other comments on languages

Compulsory readings are provided in languages that the student knows

Prerequisites

There is no prerequisites

Objectives and Contextualisation

The course of Sociology of Communication combines several objectives. In the theoretical level, it is proposed to introduce the student into the main theories of communication. In the analysis of reality, the role and the social logic of the main mass communication media and social networks. Finally a brief description of the characteristics of the Catalan communication space are studied. But also, in the applied plan, you will learn to do -and will do- a Communication Plan for a real institution.

In short, the introduction to the theories is oriented towards a later reflection on the social importance of the mass media and the networks, and everything comes together in an analysis of the immediate environment, placing a particular emphasis on the role of the press, television and social networks.

Competences

- Analysing the problems arising from the implementation of public policies and conflict situations by recognising the complexity of the social phenomena and political decisions affecting democracy, human rights, social justice and sustainable development.
- Applying the concepts and approaches of the sociological theory, specially the explanations of social inequalities between classes, between genders and between ethnic groups, to the implementation of public policies and to the resolution of conflict situations.
- Assessing the contributions of sociological approaches to the study of culture, education, interaction between society and environment, social policy, and work.
- Demonstrating a comprehension of the approaches of the sociological theory in its different aspects, interpretations and historical context.

- Describing social phenomena in a theoretically relevant way, bearing in mind the complexity of the involved factors, its causes and its effects.
- Developing critical thinking and reasoning and communicating them effectively both in your own and other languages.
- Developing self-learning strategies.
- Effectively communicating the basic analysis of social phenomena in an elementary level of English.
- Respecting the diversity and plurality of ideas, people and situations.
- Searching for documentary sources starting from concepts.
- Students must be capable of assessing the quality of their own work.
- Students must be capable of managing their own time, planning their own study, managing the relationship with their tutor or adviser, as well as setting and meeting deadlines for a work project.

Learning Outcomes

1. Comparing the different theoretical approaches about culture.
2. Comparing the reading of cultural phenomena from several ideologies of the social reality of Spain and Catalonia.
3. Defining the sociological concepts that interpret the cultural phenomena.
4. Defining the underlying social phenomena of cultural policies and conflicts.
5. Developing critical thinking and reasoning and communicating them effectively both in your own and other languages.
6. Developing self-learning strategies.
7. Distinguishing the explanations of cultural inequalities between classes, between genders and between ethnic groups that these actors take for granted.
8. Distinguishing the sociological concepts about culture adopted by the actors involved in these policies and conflicts.
9. Distinguishing the sociological concepts, as well as the methods and techniques of social investigation commonly used to analyse culture.
10. Effectively communicating the basic analysis of social phenomena in an elementary level of English.
11. Explaining the social interpretations of culture according to these approaches.
12. Expressing the debates regarding these approaches, that refer to culture.
13. Relating the concepts, methods and techniques used to analyse culture with general theoretical and methodological debates.
14. Relating the debates regarding these approaches, that refer to culture, with the historical context in which they emerged.
15. Relating the explanations of cultural inequalities with general theoretical and methodological debates.
16. Relating the theoretical approaches with debates about social order and action.
17. Respecting the diversity and plurality of ideas, people and situations.
18. Searching for documentary sources starting from concepts.
19. Students must be capable of assessing the quality of their own work.
20. Students must be capable of managing their own time, planning their own study, managing the relationship with their tutor or adviser, as well as setting and meeting deadlines for a work project.

Content

Theoretical classes

The theories of communication

1. Communicating
2. European antecedents. Networks and crowds
3. The Chicago School. From the crowd to the public
4. Mass Communication Research. War, industry, social cohesion
5. The Critical Theory. Communication as merchandise
6. The Palo Alto School. Everything communicates
7. Structuralism and Cultural Studies. Semiology and popular cultures

- Sociology of the mass media
8. Media and social construction of reality
 9. Press and power
 10. The television. Mediafobia and social order
 11. Social networks. Fragmentation and complexity

The uses of communication

12. The Catalan communication space. The MCM in the Catalan Countries

Practical classes

- A. What is a Communication Plan?
- B. Body language
- C. The manufacture of public opinion
- D. The spiral of silence
- E. The debate about post-truth and fakenews
- F. The television series.
- G. The use of social networks and Big Data
- H. What Storytelling is?
- I. The media diet of young people

Methodology

The course is developed through theoretical classes, supported by reference texts that will be published through the Aula Moodle. Theoretical classes will include discussions in the classroom, encouraging from the outset a participatory dynamic, but also with the objective of learning to use the conceptual system that will be derived. These classes will be complemented by a weekly seminar in which exercises and debates will be carried out applied to the student's most immediate reality. Seminar work will be organized based on the number of students in order to ensure that their goals are met. There will be brief written exercises and oral presentations. The formal communicative correction will be highly valued. It is the work and the presence in the seminars that will allow a continuous continuous evaluation.

The Moodle Classroom will also create a regular interaction with the student, both in his work in the classroom and his autonomous work, with the promotion of discussion forums and with the contribution of current unforeseen documents to the general bibliography. It is important to point out that the use of this digital tool also allows readjustments of the program based on unforeseeable events and therefore becomes the reference point for the good organization and follow-up of the course.

It is also required to read a complete book on an aspect of social communication. The program does some suggestions that, however, can be extended depending on the interests of the student.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Presentation sessions on the subjects of the course	26	1.04	
Type: Supervised			
Group work derived from seminars	13	0.52	
Individualized review of the work portfolio carried out	8	0.32	

Seminary sessions	13	0.52
Type: Autonomous		
Review of a recommended reading	12	0.48
Study and reading texts of course topics	58	2.32

Assessment

The evaluation of the course is of a continuous type, which implies regular attendance to the classroom, which will be controlled regularly, and the completion of the exercises proposed in the seminar that will constitute the course's portfolio. The papers may be reviewed again as often as they wish, and they will be redirected every time. It will have to have passed the assistance checks and have submitted the proposed works to be able to pass this part of the evaluation, whose value is 40 percent of the total. Another 35 per cent is obtained from a final exam, which must be presented to everyone obligatorily and that corresponds to the first part of the course, related to the knowledge of the theories of communication. Finally, the critical comment of the reading of a complete book will complete the note with the remaining 25 percent. Each part must be approved separately, and the possibility of recovery will be available.

Practical exercises will evaluate the content and formal academic skills (writing, presentation, citations, elaboration of indexes, oral communication skills, etc.), paying special attention to the positive evolution throughout the course. For this reason, all the works will be stored in the portfolio, even those reviewed and corrected. The portfolio will be delivered on the last day of class inexcusably with all the work.

In accordance with article 117.2 of the UAB Academic Regulations, the evaluation of those students who have been enrolled before may consist of a single synthesis examination. The students who wish to be evaluated this way should contact the professor at the beginning of the semester.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
1. Carrying out a Communication Plan of an organization	40%	14	0.56	19, 18, 2, 10, 6, 5, 7, 8, 9, 20, 13, 17
2. Critical remarks about the recommended readings	20%	4	0.16	19, 18, 4, 6, 11, 12, 20, 14, 16, 17
3. Written exam on the theories of communication	40%	2	0.08	19, 1, 3, 4, 6, 5, 11, 12, 20, 13, 14, 16, 15

Bibliography

Bibliography

Basic:

Mattelart, Armand i Mattelart, Michèle. *Historia de las teorías de la comunicación*. Barcelona: Paidós, 1997, 126 pp.

To choose:

Bourdieu, Pierre. *Sobre la televisió*. Barcelona: Edicions 62, 1997.

Cardús i Ros, Salvador. *Política de paper. Premsa i poder, 1981-1992*. Barcelona: La Campana, 1995

Lacroix, Michel. *El culte a l'emoció. Atrapats en un món d'emocions sense sentiments*. Barcelona: Edicions La Campana, 2005

Johnson, Steven. *Si és dolent t'ho recomano*. Barcelona: Ed. La Campana, 2009

Postman, Neil. *Divertim-nos fins a morir. El discurs públic a l'època del "show-business"*. Barcelona: Llibres de l'índex, 1993. (*Amusing Ourselves to Death*. Nova York, Viking Penguin, 1985)

Links:

<http://www.navarra.es/NR/rdonlyres/5FBD54A1-D7CF-4EAF-9EC3-43AD2FCD3A9E/0/Guiaaparaelaborarunpland>

http://cristinaaced.com/pdf/planComunicacion_BIC%20Galicia.pdf

<http://www.slideshare.net/rafamartin3/plan-de-comunicacion-11480260>

<http://www.slideshare.net/iwith/cmo-mejorar-e-incrementar-nuestra-presencia-en-los-medios-de-comunicacin-gua>

http://www.comunicacionparaeldesarrollo.org/media/uploads/cyclope_old/adjuntos/MANUALestrategiasdecomun

<http://www.slideshare.net/rafamartin3/claves-plan-comunicacion>

<http://www.slideshare.net/lenetourn/comunicacin-corporativa-para-pymes>

<http://comunicate.wordpress.com/2007/11/25/como-crear-un-plan-de-comunicacion-ejemplos-practicos-estrategi>

http://www.unedpontevedra.com/archivos_publicos/qweb_paginas/5310/plandecomunicacioncapontevedra.pdf

http://www.solucionesong.org/img/foros/4c8ddf9bb43a2/Elaboracion_plan_de_comunicacion_PPVE.pdf

<http://clippingrrpp.com/como-hacer-un-plan-de-comunicacion/#.UyGGkc6oGgp>

Complementary bibliography

Part 1

Bourdieu, Pierre. "L'opinion publique n'existe pas" a *Questions de sociologie*. Paris. Ed. Minuit, 1988. Ed. esp: [*Cuestiones de sociología*](#). Madrid. Istmo, 2000

Farré Coma, Jordi. *Invitació a la teoria de la comunicació*. Valls. Cossetània, 2005

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[Hall, Edward T. *El lenguaje silencioso*](#). Madrid : Alianza, 1989

Saperas, Enric. *Introducció a les teories de la comunicació*. Barcelona, Pòrtic, 1992

Winkin, Yves. "Presentación general" a Bateson, Goffman, Hall et. al. *La nueva comunicación*. Barcelona, Kairós, 1984, pp. 11-113.

Part 2

Bezunartea, Ofa et al. *La prensa y los electores. El mito de la influencia*. Euskal Herriko Unibertsitatea. Bilbao, 2000

Blain, Neil; Boyle, Raymond & O'Donnel, Hugh. *Sport and National Identity in the European Media*. Leicester. Ceicester University Press, 1993

Borrat, Héctor. *El periódico, actor político*. Barcelona. Gustavo Gili, 1989

Boyd, Dannah. *It's complicated. The Social Lives of Networked Teens*. Yale University Press, 2015

Cardús, Salvador. "En defensa de la televisió: la realitat virtuosa" a *Trípodos*, 6 (1998) pp. 31-44

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Chomsky, Noam. *Las ilusiones necesarias*. Libertarias/Prodhuvi, 1992

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O'Donnell, Hugh. *Good Times, Bad Times. Soap operas and society in western Europe*. Londres. Leicester University Press, 1998

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Sartori, Giovanni. *Homo videns. La sociedad teledirigida*. Madrid, Taurus, 1998

Tusón, Jesús. *Com és que ens entenem? (si és que ens entenem)*. Barcelona. Empúries, 1999

Vázquez Montalbán, Manuel. *Informe sobre la información*. Barcelona. Ed. Fontanella, 1975

Weber, Max. "Para una sociología de la prensa" a *REIS* núm. 57, 1992 (251-259)

Magazines

Trípodos

Anàlisis

Capçalera

Comunicació²¹.

Treballs de Comunicació. Societat Catalana de Comunicació (IEC)

Webs

Blocs sobre xarxes:

<https://fnunezmosteo.wordpress.com>

Crítica informativa:

www.fair.org

www.medialens.org

Estudi i educació en mitjans:

<http://incom.uab.cat>

www.portalcomunicacio.com

www.aulamedia.org

Organismes control:

<https://fcic.periodistes.cat>