

Media, Social Responsibility, and Citizenship

Code: 42447
ECTS Credits: 6

Degree	Type	Year	Semester
4313227 Media, Communication and Culture	OT	0	2

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: spanish (spa)

Other comments on languages

Conveniente para la lectura de textos académicos.

Prerequisites

To understand Spanish or Catalan is the unique previous requirement.

Objectives and Contextualisation

The aim to the course is debate and analyze the imbalance in the information cover, to propose dynamic actions to improve the CSR in the media and in the media corporations.

Competences

- Analyse the new forms of social communication introduced by ICT (information and communication technologies) in order to innovate in media and cultural production and solve the problems posed in the new environments.
- Continue the learning process, to a large extent autonomously.
- Lead and work in interdisciplinary teams.
- Plan and lead basic and applied research projects in media communication and culture.
- Plan, direct and evaluate media communication strategies to construct complex informational topics.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Continue the learning process, to a large extent autonomously.
2. Designing research projects related to the social responsibility of business communication
3. Diagnosing networks and initiatives of citizen media and community media
4. Direct and edit proposals for social content for mass media
5. Direct and publish offers of alternative content, both institutional and public.
6. Evaluate the journalistic quality from the point of view of professional and ethical media content
7. Identify bad practices in the activity of media companies according to the principles of corporate responsibility.

8. Lead and work in interdisciplinary teams.
9. Planning studies and multidisciplinary team in the field of social communication
10. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

1. Journalistic ethics and citizen participation
2. Social issues and its visibilization in the media
3. CSR and Communication
4. Spectacularization society

Methodology

1. Magistral sessions
2. Cases study
3. References reading
4. Tutor meetings
5. Final and sessions works

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Cases study	5	0.2	10
Magistral sessions	25	1	1
Type: Supervised			
Tutorizing meetings	15	0.6	5
Type: Autonomous			
Final work, reading references	105	4.2	1, 8

Assessment

The final work can be reevaluated if it has been previously done, but not the expos.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Expos or debates during the course	30	0	0	6, 5, 4
Research project or paper on CSR issues	50	0	0	10, 2, 9, 1
Sessions participation	20	0	0	3, 5, 7, 8

Bibliography

L'espectacularització de la informació política als mitjans catalans i els seus efectes en la ciutadania (2008-2010)

Doctoranda: CARRILLO, Nereida

Directora: Carme Ferré (UAB)

Programa de Doctorat: Departament de Mitjans, Comunicació i Cultura (UAB)

La visibilització dels temes socials a través dels mitjans. El cas de les tripulacions abandonades a la Mediterrània

Doctoranda: GAYÀ, Catalina

Directora: Carme Ferré (UAB)

Programa de Doctorat: Departament de Mitjans, Comunicació i Cultura (UAB)

La familia homosexual en la ficción televisiva: las prácticas narrativas de Brasil y España como relatos de las nuevas representaciones afectivo-amorosas

Doctoranda: MARTINS, Aline

Directora: Carme Ferré (UAB)

Programa de Doctorat: Departament de Mitjans, Comunicació i Cultura (UAB)

La comunicación en la formación de actores sociales en ambientes de riesgo. Análisis de casos desde la comunicación alternativa con grupos de jóvenes

Doctoranda: MELLO, Fernanda

Directora: Carme Ferré (UAB)

Programa de Doctorat: Departament de Mitjans, Comunicació i Cultura (UAB)

La comunicación de la Responsabilidad Social Corporativa (RSC) y su incidencia en la reputación de las empresas de comunicación

Doctorand: OROZCO, Jaime A.

Directora: Carme Ferré (UAB)

Programa de Doctorat: Departament de Mitjans, Comunicació i Cultura (UAB)

La responsabilidad social corporativa en la gestión de las empresas de comunicación. Tres casos de empresas de comuninación iberoamericanas (2008-2011) (tesi doctoral en curs)

Doctoranda: TOLOTTI, Cristiane

Directora: Carme Ferré (UAB)

Programa de Doctorat: Departament de Mitjans, Comunicació i Cultura (UAB)