

Communication Theories

Code: 103840
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	FB	2	1

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)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Teachers

Albert Salord Trampal

Prerequisites

The students don't need any other knowledge than those obtained through 'bachillerato'.

Objectives and Contextualisation

The general educative objectives of the subject are: that students achieve to understand the philosophical and antropological basis of the main theories of communication, and also the theoretical and critical developments derived from them, with singular attention paid to their cultural function. Furthermore, the subject aims to promote de critical reflection on human mediations in general, and on contemporary mass media as well. Following the academic authorities instructions, the professors will introduce the gender perspective in the explanations and discussions.

Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, fields, conceptual developments, as well as their value for professional practice.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Demonstrate a critical and self-critical capacity.
2. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
3. Develop autonomous learning strategies.
4. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
5. Identify the fundamentals of theories and the history of communication.
6. Manage time effectively.
7. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
8. Rigorously apply scientific thinking.

Content

The main contents of the subject will be developed around the following thematical axis:

1. Philosophical and antropological basis for the study of mediations and mass media
2. Mediatic communication
3. Critical studies on communication and culture
4. New media and new ways of communication

Methodology

Learning will be based on explanatory lessons, class discussion, reading, tutorials and the realization of several works, test and criticism. The professors aim to stimulate the critical and analytical capability, and also the skills related to argumentation, discussion and reflection.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Explanatory classes	72	2.88	8, 1, 5
Personal study and oriented reading	14	0.56	8, 7, 2, 3, 1, 6
Seminars	37	1.48	8, 7, 2, 3, 1, 4, 6, 5
Type: Supervised			
Individual or team work	7.5	0.3	8, 7, 2, 3, 1, 4, 6
Tutorials	12	0.48	2, 3, 1, 4

Assessment

Each student must elaborate a minimum of three evaluation activities (works, test or criticism). Each professor will weigh the relative value of each activity in the final evaluation. These three activities will weigh the 78% of the final qualification, distributed as follows:

- Activity A, 26% on the final grade
- Activity B, 26% on the final grade
- Activity C, 26% on the final grade

The other 22% of the final grade will depend on the participation in classes and seminars.

To be able to pass the subject, it is necessary to obtain a minimum grade of 5 in all three activities

The student will be entitled to the reevaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject. To have access to reevaluation, the mean of the previous grades must be equal to 3,5, at least.

The activities that are excluded from the reevaluation process are those related with participation in classes and seminars (22%)

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist on a reasoned and documented dissertation on the whole subject. The grading of the subject will correspond to the grade of the synthesis exam/assignment.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam.

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Participation in classes and seminars	22%	1.5	0.06	7, 2, 3, 1, 4, 6, 5
Three evaluable test	78%	6	0.24	8, 7, 2, 1, 4, 6, 5

Bibliography

Adorno, Theodor W. i Horkheimer, Max

1974 Industria cultural y sociedad de masas, Caracas, Monte Ávila.

Arendt, Hannah

2002 La condición humana, Barcelona, Paidós

Cassirer, Ernst

1984 Antropología filosófica: introducción a una filosofía de la cultura, México, Fondo de Cultura Económica

Castells, Manuel

2009 Comunicación y poder, Madrid, Alianza Editorial

Chillón, Albert, i Duch, Lluís

2012 Un ser de mediaciones. Antropología de la comunicación, vol. I, Barcelona, Editorial Herder

Chillón, Albert, i Duch, Lluís

2016 Sociedad mediática y totalismo. Antropología de la comunicación, vol. 2, Barcelona, Editorial Herder

Moragas, Miquel de

2011 Interpretar la comunicación. Estudios sobre medios en América y Europa, Barcelona, Gedisa

Stevenson, Nick

1998 Culturas mediáticas: teoría social y comunicación masiva, Buenos Aires, Amorrortu.

Thompson, John B.

1998 Los media y la modernidad: una teoría de los medios de comunicación, Barcelona, Paidós

Watzlawick, Paul

1985 Teoría de la comunicación humana: interacciones, patologías y paradojas, Barcelona, Herder

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Wolf, Mauro

1996 La investigación de la comunicación, Barcelona, Paidós.

Software

Microsoft Office