

History of Communication

Code: 103843
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	FB	1	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

Name: María José Recoder Sellarés
Email: MariaJosep.Recoder@uab.cat

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

Francisco Baiges Planas
David Rull Ribó
Oriol Puig Cepero
Josep Maria Perceval Verde

Prerequisites

Specific knowledge different from those acquired after completing the Bachelor Degree is not required. It is assumed that students have adequate knowledge of Catalan and Spanish.

Objectives and Contextualisation

The subject is carried out in the first year during the first semester and belongs to the communication block "Communication".

From this subject students will achieve fundamental objectives of the Degree in Audiovisual Communication, which will help them:

- Demonstrate that you have a basic knowledge of the current dynamics of the world that allows you to frame current information in your context.
- Gather and relate data typical of everyday reality that includes reflection on relevant topics of all kinds to interpret and disseminate society.
- Reflect on the changes that have taken place in the communicative field over the centuries, and in what way this transforms the human, cultural, political, economic and social relations of humanity.

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 proposed teaching methodology and assessment may be subject to change depending on the attendance restrictions imposed by the health authorities.

The detailed calendar with the content of the different sessions will be presented on the day of presentation of the subject. It will also be posted on the Virtual Campus where students will be able to find a detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper follow-up of the subject. In case of change of teaching modality for health reasons, the teachers will inform of the changes that will take place in the programming of the subject and in the teaching methodologies.

Topic 1 Introduction to the History of Communication

Definition, methodology and objectives. Visibility and invisibility of the 'feminine' concept in the history of communication. Prioritization of the 'masculine' in the history of communication: explanation of the androcentric model of dominion and vision of the patriarchal world.

Topic 2 Oral-gestural communication

Explanation of the communication in the illiterate societies. Grammatics of totem and taboo: organization of communication in animist societies and first iconic manifestations. The body as communication support (work on the body permanently - tattoo, incisions ... - and temporary - makeup, dresses, consensual gestures). Continuity of this oral-gestural communication to the present.

Topic 3 Writing

Birth, development and debates around writing. Precedents and attempts to classify the different writing systems: from the pictogram to the phonetization.

Effects and impact of writing on social, economic and cultural organization: the importance of support and tools. The invention of the book. The credibility of what is written.

Writing as an art. Monasteries and copyists. Consequences of literacy. Writing and Aristotelian model of thought. Writing as an attribute of power. Women and writing: weaving and writing.

Societies without writing.

Topic 4 Printing

The originality and differences of Gutenberg's invention and its mobile types. The expansion of the book from incunabula to the formation of large libraries. The periodization of the news: from the Notices to the Gazettes and the newspapers. The new individual sociability: the court, the lounge and the coffee; the printing of texts and their social influence; propaganda systems, monarchical publicity and origins of journalism. Academia-club-partido-periodical press: the Enlightenment and the conformation of the bourgeois public opinion space.

Topic 5 Communication in the industrial revolution

Industrial revolution: conceptual and material bases. Industry, economy and energy revolution. The role of transport, communication channels. Technical progress in the world of communication. The abolition of distance: the telegraph, the telephone, the postal services. Development of the press: serious press and popular press. Creation of press agencies. Photography and precedents of the moving image.

Topic 6 Mass media

The emergence of cinema and radio. The mobilization of the press in the First World War. Public and private management systems for new mass media. The development of television and the new challenges facing the written press. The phenomenon of illustrated magazines. The two ages of cinema: silent movies and sound films. The movie news. Advertising and propaganda: uses and exploitation of the media in totalitarian states and in democracies. Mobilization of the media in World War II. Explosion of television. Radio and cinema in front of the television competition.

Topic 7 Digital revolution and knowledge society

The communication industry and the so-called technological companies as a factor of development and crisis of the system; audiovisual victory over print and book culture; omnipresence of communication and globalization of the information society; computerization and new technologies in leisure and work. Reflections on the new Universal neighborhood (reality and mythification of the metaphor): communicative immediacy (from Internet to reality shows), new technological illiteracy and digital divide: the explosion of access to information and production.

Methodology

Learning will be based on several aspects:

- Reading basic texts about the history of communication. The book "World History of Communication" by José María Perceval (see bibliography) will be compulsory reading for the final exam.
- The case study of several topics where you will have to work individually or in groups.
- Oral presentations in the classroom about the topics studied. Collaborative work and the capacity for critical analysis and reflection will be encouraged.

Gender Perspective

The subject fosters sensitivity to the gender perspective in a transversal manner. It does so specifically in the following specific aspects:

- Knowledge about the inclusion of the gender perspective in all processes of the design and application of research, including methodologies and research techniques with a gender perspective or feminists.

-Reflection on the role of information and communication technologies in the transmission of gender stereotypes and in social transformation.

-Knowledge of the digital divide and the adequacy of ICTs to gender differences: barriers and opportunities.

-Recognition of the contributions of the scientists in the discipline.

-Knowledge of the role of gender inequalities in science, both in scientific production and in its professional-academic side.

-Knowledge of gender equity values in professional practice.

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			
Lectures	37.5	1.5	2, 1, 4, 5
Seminars	15	0.6	3, 4
Type: Supervised			
Tutor sessions	7.5	0.3	8, 7, 2, 1, 6
Type: Autonomous			
Reading, analysing, assignments of works	82.5	3.3	7, 2, 3, 4, 6

Assessment

• The evaluation of the subject consists of three parts, the specific weight of which is:

- Practices: 50% mark

- Exam: 40% mark.

- Participation in class and justified self-assessment: 10% mark.

To pass the course there will be an average grade between the 3 parts. They must pass the exam with 5 points and a minimum of 5 points for the grade resulting from the average of the internships, which must all be done.

The last weeks of the course will be devoted to recovery. To go to the recovery it will be necessary that the students have done the examination of the course in first announcement and have achieved a minimum note of 3 points. Students will have the right to the recovery of the subject if it has been evaluated of the set of activities whose weight is equivalent to a minimum of 2/3 parts of the total qualification of the subject. The recovery will consist of the theoretical examination and a practical activity.

Course assignments or exams that have more than 5 misspellings and / or grammatical structure will be suspended.

All the details of the evaluation system will be specified on the first day of class and will be made public in the Moodle Classroom of the subject.

Evaluable practical activities:

The evaluable practical activities are distributed throughout the course and are related to key aspects of the subject and the subject.

There will be an evaluable practice at least every month, the theoretical test at the end of the course and the recovery if necessary.

In the case of second enrollment, students will be able to take a single synthesis test that will consist of a compendium of the different assessment tests, theoretical and practical. The grade of the subject will correspond to the grade of the synthesis test.

Plagiarism. The student who commits any irregularity (copying, plagiarism, impersonation, ...) will be graded with 0 this evaluation act. In case of several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Classroom participation and justified evaluation	10%	1.5	0.06	1, 4, 5
Exam	40%	3	0.12	8, 1, 4, 6, 5
Supervised and directed practical work	50%	3	0.12	8, 7, 2, 3, 1, 4, 6, 5

Bibliography

BASIC BIBLIOGRAPHY

CALVET, Louis-Jean: *Historia de la escritura*, Barcelona, Paidós, 2001

DIAMOND, Jared: *El mundo hasta ayer*, Barcelona, Random House Mondadori, 2013.

FIGUERES, Josep M.: *Resistència. La premsa en català. Censura i repressió*. Base. 2019.

PERCEVAL, José María, *Historia mundial de la comunicación*, Cátedra, Madrid, 2015.

RUEDA-LAFFOND, José Carlos; GALÁN, Elena; RUBIO, Ángel. *Historia de los medios de comunicación*. Madrid, Alianza, 2014.

WILLIAMS, Raymond (ed.), *Historia de la comunicación, Vol. I: Del lenguaje a la escritura. Vol. II: De la imprenta a nuestros días*, Bosch Comunicación, Barcelona, 1992.

Software

No special software used. Only Word.