

History of Communication

Code: 104763
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	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

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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

Teachers

Teresa Ferre Panisello

Prerequisites

No specific requirements.

Objectives and Contextualisation

Understand the different dimensions of the field of Communication.

To inscribe the impact of the novelties that occur in the field of Communication within a chronological sequence that allows us to discern what is really new and involves new challenges.

To be able to deepen in the organizational character that is "constitutive" of all the established historical forms of Communication.

To be able to develop all the communicative functions in the organizational professional field with full awareness of its mediating dimension.

Take full consciousness of the systematic (ecosystematic) nature that all forms of social communication adopt.

Competences

- Differentiate the principal theories on communication in organisations, which underpin knowledge of the discipline and its different branches.
- Display thorough knowledge of the contemporary world in its social, economic, political and cultural dimensions.
- 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.

- 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. Define the basic concepts of communication.
3. Describe the structure of the media and its dynamics.
4. Find what is substantial and relevant in documents within the subject.
5. Identify the fundamental principles of the theories and history of communication.
6. Interpret and discuss documents on the main theories of communication.
7. Plan and conduct academic studies in the field of theory, history and structure of communication.
8. Present a summary of the studies made, orally and in writing.
9. Relate communication systems to the cultural evolution of contemporary society.
10. Submit course assignments on time, showing the individual or group planning involved.

Content

1.-The constitutive and totalizing character of communication in the process of construction of human societies. Production of sense and radiations between Experience and Consciousness

2.- The systematic character of the forms of social organization of communication: communicational ecosystems, their delimitations and their nature.

3.- The geographical and historical determinations that condition the evolution of communication systems: expansions, aggregations, subordinations and extinctions.

4.- The technological determinations and the configurations of ancient empires. Eastern and Western pre-capitalist societies. Religions and "cosmovisions". Traditional communication systems, oral cultures and social construction of meaning.

5. Writing, order and memory. Print. Communication networks and the origin of modern European imperialisms. The Enlightenment: knowledge as a factor of emancipation and domination.

6. The deployment of conventional media and the formation of modern culture. The great transformations of the systems and forms of communication of the hand of technological revolutions. From the mail to the telegraph and the telephone.

7. The extension of literacy, urbanization, electrification and the development of the audiovisual sector. The conformation of the mass communication society. The Press as the first great cultural industry. The superposition of social divisions: actors and spectators.

8. The era of television and the paradigm of advertising. The prodigious decade and the pop culture. Music, tourism, appliances, cinema: the first globalization of entertainment.

9.- The irruption of the internet and the network society. The information society. The convergence between audiovisual, computing and telecommunications. The digitalization.

10.- Social networks. Changes in the patterns of social relationships. The illusion of unlimited access and gratuity. Large scale data processing: algorithms and robots. Artificial intelligence. The connections between people and things. The 5-G. The centrality of culture in the emergence of a new humanity.

Methodology

Lectures, lessons, seminars, readings and the final work/paper.

The detailed calendar with the content of the different sessions will be exposed on the day of presentation of the subject. It will also be posted on the Virtual Campus where students can find the detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper monitoring of the subject. In the event of a change in the teaching modality for health reasons, the teaching staff will inform of the changes that will occur in the programming of the subject and in the teaching 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			
Lessons and seminars	48	1.92	1, 2, 3, 8, 5, 6, 7, 10, 9, 4
Type: Supervised			
Readings	48	1.92	1, 2, 5, 6, 9, 4
Type: Autonomous			
Work	52	2.08	1, 2, 3, 8, 5, 6, 7, 10, 9, 4

Assessment

Paper, participation and final exam.

Re-evaluation test.

In any case, the proposed teaching methodology and evaluation may undergo some modification depending on the restrictions on attendance that the health authorities impose.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Participation	10%	0	0	1, 3, 8, 5, 6, 9, 4
Theoretical Exam	50%	2	0.08	1, 2, 3, 8, 5, 6, 7, 10, 9, 4
Works	40%	0	0	1, 2, 3, 8, 5, 6, 7, 10, 9, 4

Bibliography

Bibliography:

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PETIT, Martí (2012). Por un mercado inteligente. Diversidad cultural, mercado y regulación. Erasmus ediciones, Vilafranca (Barcelona).

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Software

No knowledge of specific software is required beyond the usual office suites.