

**Cultural Policies and Participatory Communication
within the Framework of the 2030 Sustainable Agend**

Code: 44708
ECTS Credits: 6

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

Contact

Name: Catalina Gaya Morla

Email: catalina.gaya@uab.cat

Use of Languages

Principal working language: spanish (spa)

Other comments on languages

Work and evaluation tests can be carried out in Catalan, Spanish or English

Prerequisites

- Basic knowledge of communication theories and anthropology of culture.
- Basic skills for the design and execution of a research project.
- Those of the Master

Objectives and Contextualisation

The module proposes participatory communication as a theoretical-methodological approach that makes possible the link between stories, collective memories and narratives of change or transformation.

The objectives of the module are:

- Reflect on Communication as a mediation and enabler of culture
- Approach culture from feminist community participation and the gender mainstream
- Understand cultural policies as community actions
- Link collective memory and social imaginaries as a deconstruction of the patriarchal story
- Approach the cultural story from an intersectional perspective
- Understand the body and affects as artifacts of mobilization and new textualities

Competences

- 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 policies on culture and communication in both the local and the international fields using the new forms of social communication
- 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. Design and plan actions for intervention in the public and private cultural funding models
3. Design and plan actions that contribute to public policies on universal access to culture, information and knowledge.
4. Design, plan and conduct research projects for application to the management of cultural facilities
5. Design, plan and conduct research projects for implementation at local, national and international cultural policies field
6. Designing and implementing cultural policy actions and communication in the new technological environment
7. Lead and work in interdisciplinary teams.
8. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

The module proposes to develop a theoretical-methodological reflection on participatory communication as a device of cultural action that serves institutions to develop cultural policies through assuming and activating mechanisms of social participation, a right included in the new framework of political action. and one of the goals of the 2030 Sustainable Agenda.

The course aims to understand institutions as the engine of these processes, which puts us in the position of rethinking them as agents with the ability to imagine and promote active listening mechanisms that transform access, interaction with communities and the recognition of these as well as the story.

The reflection -and the proposal- is inserted in the critique of the hegemonic accounts of Cultural Studies and in a current of post-structuralist and feminist thought that seeks to debate the definition of culture to the point of problematizing who participates in or has access to it. definition, whom (or whom) the cultural agenda recognizes and privileges and how and to whom the cultural narrative represents.

For this, during the classes, the following will be discussed in depth:

- a) The debate around the concept of culture
- b) The communication and culture link
- c) Community participation from community feminisms
- d) The story and shared narratives
- e) The depatriarchalization of the narrative

Methodology

There are three types:

- a) addresses: reflected on the volant of participatory communication with a focus on cultural transformation and analysis of examples
- b) supervised: analysis of a cultural transformation project through participatory communication
- c) autonomous: lectures, dynamics and discussion

Sessions will last 3 hours. The first two hours of each session will involve a theoretical reflection on the proposed objectives. In the last hour of the seminar, debates will be held and/or experts (museologists, directors of cultural centers, politicians) will be invited to present practical cases. Likewise, two visits to cultural spaces will be scheduled.

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			
Reflection on participatory communication as an approach to cultural transformation	30	1.2	8, 6, 2, 3, 4, 5
Example analysis	30	1.2	8, 6, 2, 3, 4, 5, 1, 7
Type: Supervised			
Analysis of a social transformation project through participatory communication	40	1.6	8, 6, 2, 3, 4, 5, 7
Type: Autonomous			
Readings, discussion dynamics, analysis	50	2	1, 7

Assessment

The course will consist of the following evaluation activities:

- Individual course work, 50% of the final grade
- Group presentations, 30% of the final grade
- Class participation, 20% of the final grade

Both the completion of the project and the presentation of the topic may be reassessed to consolidate the approval.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Analysis and/or design of a participatory communication project or alternative work	50%	0	0	8, 6, 2, 3, 4, 5, 1, 7
Participation in the debates on theoretical aspects and case analysis.	30%	0	0	8
Team presentations	20%	0	0	7

Bibliography

- Arias Rodríguez, Gina Marcela; Villota Galeano, Fabián. "De la política del sujeto al sujeto político" a Anfora any 14, número 23, juliol desembre Universitat Autònoma de Manizales: 2007. pp 39 52
- Blumer, H. (1968). *Symbolic Interaccionism. Perspective and Method*. Englewood Cliffs: Prentices Hall.
- Borrat, H. (2000). "El primado del relato", en: *Anàlisi. Quaderns de comunicació i cultura*, núm. 25, 2000, 41-60.
- Brislin, Richard W. (1981). *Cross-Cultural Encounters: Face-to-Face Interaction*, New York: Pergamon Press.

- Bruner, J. (2003). *La fábrica de historias. Derechos, literatura, vida*. México: Fondo de Cultura Económica.
- Buxó i Rey, María Jesús (1990). "Vitrinas, cristales y espejos: Dos modelos de identidad en la cultura urbana de las mujeres Quiche de Quetzaltenango", en: José Alcina Franch (comp.), *Indianismo e indigenismo en América*. Madrid: Alianza Editorial.
- Cabrera, D (2004). *Imaginario Social, comunicación e identidad colectiva*.
Tecnologías digitales e imaginario sociales s/n.
https://www.researchgate.net/publication/242731193_Imaginario_social_comunicacion_e_identidad_colectiva
- Chillón, A. (1998). "El «giro lingüístico» y su incidencia en el estudio de la comunicación periodística", en: *Anàlisi. Quaderns de Comunicació i Cultura*, 22, 63–98.
- Crenshaw, K (1991). *Words that Wound. Critical Race Theory, Assaultive Speech and The first amendment*. Westview Press
- De Certeau, M. (2000) *La invención de lo cotidiano. El oficio de la historia*. Universidad Iberoamericana. Departamento de historia. Instituto tecnológico y de estudios superiores de occidente. México
- Dilthey, W. (1949). *Introducción a las ciencias del espíritu*. México: FCE.
- Duch, Ll. (2002). "Antropología de la comunicació", en: *Anàlisi. Quaderns de Comunicació i Cultura*, núm. 29, 2002, 21-40.
- Duch, Ll. (2019). *Sortida del laberint*. Barcelona: Fragmenta.
- Eagleton, T. (2017). *Cultura*. Barcelona: Taurus.
- Fuentes, R. (2008) *La comunicación desde una perspectiva sociocultural. Acercamientos y provocaciones 1997-2007*. Guadalajara: ITESO.
- Garay González, Nilda. "Procesos constituyentes en América Latina y las mujeres. Otras subjetividades, otra Constitución" a *Revista General de Derecho Constitucional* . Universidad de Alicante. 2018 , 28: 47
- García Canclini, N. (1982). *Las culturas populares en el capitalismo*. México: Nueva Imagen.
- García Canclini, N. (1983). Las Políticas Culturales en América Latina. *hasqui. Revista Latinoamericana de Comunicación*, 0(7), 18 - 26.
- García-Canclini, N. (1987). Las políticas culturales y crisis de desarrollo: un balance latinoamericano. *Políticas Culturales en América Latina*, 13-61.
- Gayà Morlà, C., Rizo García, M., & Vidal Castell, D. (2022). Comunicación, cultura y relato. Una propuesta para repensar las bases teóricas de la comunicación participativa. *Estudios sobre las Culturas Contemporáneas*. Época III. Vol. XXVII., 55, 11-28.
- Geertz, C. (1987). *La interpretación de las culturas*. Barcelona: Gedisa.
- González, J. A (1987). "Los frentes culturales. Culturas, mapas, poderes y lucha por las definiciones legítimas de los sentidos sociales de la vida", en: *Estudios sobre las Culturas Contemporáneas*, vol. I, 3, Universidad de Colima, México, 5-44.
- González, J. (1998). "Educación, tecnología y cultura: una propuesta de investigación exploratoria", en: *Estudios sobre las Culturas Contemporáneas*. Época II, vol. IV, núm.

7, Colima, 153-164.

- Gumucio-Dagrón, A. (2011). "Comunicación para el cambio social: clave del desarrollo participativo", en: *Signo y Pensamiento*, núm. 58, 26-39.
- Gramsci, A. (2001 vol. II). *Cuadernos de la cárcel*. Einaudi, Torino.
- Lynch, E. (2000). "Discurso interrumpido", en: *Anàlisi*, núm. 25,95-108.
- Martín Barbero, J. (1989). "Comunicación y cultura: unas relaciones complejas", en: *Telos: cuadernos de comunicación, tecnología y sociedad*, 19, 21-26.
- Ramiro Beltrán, L. (2005). "La comunicación para el desarrollo en Latinoamérica: un desencuentro de medio siglo", en *III Congreso Panamericano de la Comunicación*, 12 -16 Julio. Buenos Aires: Argentina.
- Ricoeur, P. (1995). *Tiempo y narración*. Buenos Aires: Siglo XXI Editores.
- Rizo García, M. (2005) "Me comunico, luego existo. El papel de la comunicación en la construcción de identidades", *Culturales*, vol. I, núm. 1, enero-junio, 2005, pp. 124-142, Universidad Autónoma de Baja California Mexicali: México.
- Rizo García, Marta (2009) "Formación teórica en Comunicación. La historia del Pensamiento Comunicacional en el plan de estudios de la licenciatura en Comunicación y Cultura de la Universidad Autónoma de la Ciudad de México", en: *Diálogos de la comunicación*, núm. 80, enero-julio, 1-13. FELAFACS: Lima. Disponible en <http://www.dialogosfelafacs.net/wpcontent/uploads/2012/01/80-revista-dialogos-formacion-teorica-en-Comunicac>
- Thompson, J. B. (1993). *Ideología y cultura moderna. Teoría crítica social en la era de la comunicación de masas*. México: Universidad Autónoma Metropolitana.
- Tresserras, J.M. (1996). "La cultura popular en els orígens de la cultura de masses", en: *Comunicación y estudios universitarios*, núm. 6, 1996, 73-80.
- Tresserras, J. M. (2001). "Las identidades en la sociedad informacional". *Pasajes* 7, 14-23. Print.
- Tresserras, J. M. (2009). "La necessitat d'articular un espai català de cultura i comunicació." Num 3 La construcció d'espais de sobirania. *Eines per a l'esquerra nacional*, 79-88
- Triandis, Harry (1977). "Subjective Culture and Interpersonal Relations Across Cultures" en: L. Loeb-Adler (ed.), *Issues in Cross-Cultural Research, Annals of the New York Academy of Sciences*, 285, pp. 418-434.
- Tufte, T. (2015). *Comunicación para el cambio social. La participación y el empoderamiento como base para el desarrollo mundial*. Barcelona: Icaria.

Software

It is not a requirement.