

Degree	Type	Year
2501933 Journalism	FB	2

## Contact

Name: Jose Angel Guimera Orts

Email: josepangel.guimera@uab.cat

## Teachers

Jose Angel Guimera Orts

## Teaching groups languages

You can view this information at the [end](#) of this document.

## Prerequisites

A good level of English reading comprehension is required. Previous degree content is taken for granted.

## Objectives and Contextualisation

This subject is located within the Communication domain, taught in the first and second year of the degree. Therefore, it has 6 ECTS credits and implies a basic formation with other subjects as Història de la comunicació, Estructura de la comunicació, Teories de la comunicació and Audiovisual languages.

Therefore, the subject fits into the group of specific subjects related to communication. The objective is to provide the basic keys for the interpretation of technologies and their role in society. It is a deep and theoretical introduction to build up the bases of thinking to future subjects.

As defined in the Memory of the Degree, the objective of this subject is the study of the technologies associated with the development of the information and knowledge society from a social and historical perspective, paying special attention to innovation and the creation of socio-cultural environments. It is about reflecting on the role of technology in society and the communication industry, as well as its role in contemporary society. Special attention is paid to the adoption of technology in the communication sector and the professional transformations it can generate.

Specifically, the objectives of the subject are the following:

Identify the role of social actors and their ideologies in the configuration and evolution of information and communication technologies. Know the role of journalism in the dissemination and adoption of information and communication technologies.

Know the role of technologies in the processes of social and professional change.

Critically reflect on the technological discourse and the application of information and communication technologies to journalistic and media work.

## Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Differentiate the discipline's main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the media's structure.
- Disseminate the area's knowledge and innovations.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems 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 develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- 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.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Value diversity and multiculturalism as a foundation for teamwork.

## Learning Outcomes

1. Communicate using language that is not sexist or discriminatory.
2. Critically analyse the principles, values and procedures that govern the exercise of the profession.
3. Demonstrate a critical and self-critical capacity.
4. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
5. Differentiate the specificities of audiovisual languages.
6. Disseminate the area's knowledge and innovations.
7. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
8. Link social analysis and impacts of new communication technologies.
9. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
10. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
11. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
12. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

13. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
14. 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.
15. Value diversity and multiculturalism as a foundation for teamwork.
16. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.

## Content

### 1. Conceptual introduction to ICT

What do we understand by Information and Communication Technologies? Data / Information / Knowledge.

### 2. The technological discourse

Approach to the main currents that have studied technology from various points of view, with special attention to the determinist and constructivist discourse.

### 3. Technologies' life cycle

Analysis of the life cycle of technologies to better understand their evolution and possible disappearance. Idea of planned obsolescence.

### 4. Innovation diffusion

Approach to innovation and its dissemination, with special attention to the proposal of Everett M. Rogers.

### 5. Digitization

Description and analysis of the digitization process of the media and cultural industries and its professional, industrial and social implications.

### 6. Digital divides

Critical analysis of the concept of digitization based on the inclusion/exclusion dynamics that any technology generates.

### 7. Electromagnetic and radioelectric spectrum: principles and management

The importance of the radioelectric spectrum as a platform for disseminating content in communication.

### 8. Artificial Intelligence

Description of the technologies available under this name and critical and historical analysis of their social implementation, especially in the communication industry

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	37.5	1.5	

Seminars	15	0.6
Type: Supervised		
Tutorials	7.5	0.3
Type: Autonomous		
Readings, analysis, preparation and writing of the group dissertation	82.5	3.3

The acquisition of knowledge and skills by students will be done through various methodological procedures that include master class, readings and seminars, as well as textual and audiovisual supporting materials available through the Campus virtual platform.

Specifically, four seminars will be held on specific topics of the agenda in small groups where a series of readings will be provided.

Finally there will be a group dissertation related to specific cases of social impact of technology.

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

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.

## Assessment

### Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Dissertation	40%	2	0.08	2, 10, 1, 3, 6, 7, 9, 14, 13, 12, 11, 8, 16, 15
Dissertation production	20%	1	0.04	2, 10, 1, 4, 3, 6, 7, 9, 12, 11, 8, 16
Seminars	20%	3.5	0.14	2, 10, 1, 4, 3, 5, 6, 7, 14, 13, 12, 11, 8, 15
Theoretical Exam	20%	1	0.04	4, 3, 7, 14, 13, 8

Tecnologies de la Informació i la Comunicació is part of the group of subjects that has two assessment systems: continuous and single.

#### Continuous Assessment

The final qualification is made up of three different parts, each of which must be approved with a minimum of 5 to pass the subject:

Group dissertation (60%, divided in different parts)  
Theoretical exam (20%)  
Seminars (20%)

The group dissertation is an activity carried out in a group that will be supervised in scheduled sessions. Students must demonstrate the ability to critically read contemporary technological discourse, relating the theory of the subject with specific cases. At the beginning of the course, the protocol specifying in detail how to proceed will be posted on the virtual campus.

The theoretical exam will be asked about the theoretical lecturers, the seminars and the compulsory readings.

The intervention in the seminars will be articulated based on the guidelines that will be provided and posted on the Virtual Campus. Each seminar has a protocol and some specific readings that are known in advance. They must be prepared in advance, and they will work on exercises and / or group and / or individual presentations. The absences of attendance to the seminars will be graded with a 0. At the beginning of the course the dates of the semesters will be published.

#### Single assessment

The single assessment is made up of three different parts, each of which must be passed with a minimum of 5 to pass the course:

- Group dissertation (40%)
- Theoretical exam (30%)
- Synthesis exercise from readings (30%)

The group dissertation is an individual activity that will be tutored with scheduled sessions. Students will have to demonstrate the ability to critically read contemporary technological discourse, relating the theory of the subject to specific cases. At the beginning of the course, the protocol that specifies in detail how to proceed will be posted.

The theoretical exam will include what has been seen and done in the theoretical class sessions, in the seminars and the compulsory readings that will have to be done throughout the course.

The synthesis exercise from readings is a face-to-face test in which the student body must compare the compulsory readings of the seminars and the theory seen in class. The students who choose the single assessment may attend the seminars as listeners if they wish. More details about this test will be given in the Virtual Campus.

#### About the period and conditions of reevaluation

The student will be entitled to the reevaluation of the exam and of the work or of both parties as long as it has been evaluated in 2/3 parts of the total grade of the subject.

To have access to reevaluation of the group dissertation and / or the exam, the previous grades should be an average of 3.5.

The activities that are excluded from the reevaluation process are the seminars.

#### About plagiarism

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0. This also applies to fraudulent uses of generative artificial intelligence software.

## Bibliography

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## Software

Audacity is required.

## Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	11	Catalan	first semester	morning-mixed
(SEM) Seminars	12	Catalan	first semester	morning-mixed
(SEM) Seminars	13	Catalan/Spanish	first semester	morning-mixed
(SEM) Seminars	21	Catalan	first semester	morning-mixed
(SEM) Seminars	22	Catalan	first semester	morning-mixed
(SEM) Seminars	23	Catalan/Spanish	first semester	morning-mixed
(TE) Theory	1	Catalan	first semester	morning-mixed
(TE) Theory	2	Catalan	first semester	morning-mixed