

Communication Theories

Code: 103862
ECTS Credits: 6

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Degree	Type	Year
2501935 Advertising and Public Relations	FB	2

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Teachers

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Teaching groups languages

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

Prerequisites

No specific knowledge is required.

Objectives and Contextualisation

This module belongs to the Communication matter and it is qualified as fundamental within the Advertising and Public Relations Bachelor Degree. It is believed there is a progressive logic linking the basic modules of the Communication matter, based on a long teaching experience and structured as follows:

1. History of Communication. Introduces the student in the historical evolution of communication from the first communicative phenomena to nowadays communicative experiences.
2. Structure of Communication. Presents the communicative ecosystem, its dynamics and structural logic.
3. Communication theories. Presents and specifies the different theories, schools, authors and different communication analysis perspectives.

The general training objectives of this modules are: 1) identify the main theories in the communication field, the conceptual elaboration and the theoretical approaches that lay the foundations of its knowledge; 2) favour critical thinking about the role of the media within society.

Learning Outcomes

1. KM01 (Knowledge) Identify the foundations of the theories, history, and structure of the communicative system in the field of Advertising and Public Relations.
2. KM02 (Knowledge) Recognise the social, economic, cultural, and environmental implications of academic-professional activities in the field of persuasive communication.
3. SM01 (Skill) Determine what is substantial and relevant in documents on communication theory, structure and history for professional projects and actions.
4. SM04 (Skill) Use Catalan and Spanish appropriately in the transmission of information and ideas, and in the development and defence of arguments related to the history and theories of social communication.

Content

SYLLABUS:

1. Introduction and year planning. Presenting the program.
2. Interpersonal communication.
3. Non-verbal interpersonal communication.
4. Media communication. Beginning of the communication media research.
5. Media communication. Functionalist paradigm. Experimental theory of persuasion.
6. Media communication. Uses and gratifications theory.
7. Media communication. Silent spiral theory.
8. Media communication. Agenda-setting and Social construction of reality.
9. Media communication. Birmingham school/Political economy of communication
10. Media communication. Media events.
11. Media communication. Mediatization theory
12. Media communication. Attention economy/Sexualisation of culture

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the seminar 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

This teaching guide includes a gender perspective when addressing the module's content.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	34	1.36	
Seminars and test	15	0.6	
Type: Supervised			
Tutoring	8	0.32	
Type: Autonomous			
Personal study and oriented readings	51	2.04	
Self-organized work	18	0.72	

The learning methodology will be based on lectures, class debates, readings, tutoring, projects and tests. The main goal of this module is to lay the foundation and develop a critical analysis and critical thinking.

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
Audiovisual essay by teams	30%	10	0.4	KM01, KM02, SM01, SM04
Oral presentation	10%	3	0.12	KM01, KM02, SM01, SM04
Seminar's participation	10%	6	0.24	KM02, SM04
Test	50%	5	0.2	KM01, KM02, SM04

1. Continuous evaluation of first-enrollment students

Continuous evaluation system: a test + audiovisual essay by teams + reading presentation + participation in the seminar.

1.1. Completion of test (50% of the final grade) that will refer to all the explanations and debates carried out in classes and seminars, and in the mandatory readings of the course. The objective of the tests, within the framework of continuous evaluation, is to verify the students' knowledge of communication theories, conceptual definition, theoretical approaches and analysis of social communication processes.

It must be developed from the perspective of the theories analyzed within the framework of the subject. The seminar faculty will approve, or not, the audiovisual essay proposal, and, where appropriate, will indicate the necessary indications for the reformulation of the project. Likewise, the seminar faculty will be in charge of tutoring the completion of the work during the course.

1.2. Realization of an audiovisual essay by teams (30% of the grade) in the subject's seminar. The audiovisual essay will consist of an academic work on an analysis of an audiovisual spot that appeared for the first time in the media with a date after January 1, 2024. The purpose of the work will be to evaluate the understanding, ability to 'analysis, structuring and systematization of the knowledge acquired throughout the course applied to a specific case or situation.

It will have to be developed from the perspective of the theories analyzed within the framework of the subject. The teaching staff of the seminar will approve, or not, the academic essay proposal, and, if necessary, indicate the necessary indications for the reformulation of the project. Likewise, the teaching staff of the seminar will be responsible for tutoring the completion of the work during the course.

1.3. Oral presentation at the seminar (10% of the final grade). The seminar will include the presentation and discussion of the compulsory reading articles. These readings are planned to promote student learning and the application of communication theories to the analysis of reality and current affairs. The compulsory readings will be, together with the content of the theoretical classes, one of the main axes of the tests of the subject.

1.4. Participation in the seminar (10% of the final grade). The attendance and participation of the students will be assessed at the seminar. The teaching staff of the seminar will energize each of the sessions through the participation of the students with questions related to the readings to be discussed.

Final qualification

Each student must complete the set of activities described above. To pass the subject it is necessary to have passed the written test with a minimum grade of 5 points. If the test is failed, it will not be averaged with the rest of the grades and the final grade for the subject will be that of the failed written test. If the student does not take the written test, the final grade will be "Not evaluable".

Regarding the audiovisual essay work, if a student does not have the proposal approved, or does not present it, it will be considered "Not evaluable." Given this continuous evaluation model for first-enrollment students, "Not evaluable" in the course work will also mean "Not evaluable" in the subject.

The final grade, as previously detailed, will be the result of:

- Written test: 50%
- Audiovisual essay work: 30%
- Oral presentation at the seminar: 10%
- Participation in seminars: 10%

2. Evaluation of students with second or more registrations

Second or more enrollment students may enroll in one (excluding the other) of the following evaluation modalities:

2.1. Continuous evaluation (a written test + audiovisual essay work + oral presentation in the seminar + participation in the seminar). Students will follow the same evaluation procedure explained in section 1 and must communicate this to the teaching staff by email. The requirements to pass the subject are the same as those specified in section 1.

Final score

The same procedure explained in section 1 will follow.

2.2. Final synthesis test (written exam). Second or later enrollment students may opt for evaluation through a single summary test, in accordance with article 117.2 of the UAB Academic Regulations applicable to university students regulated in accordance with Royal Decree 1393/2007, of October 29, modified by Royal Decree 861/2010 of July 2. Students who opt for this modality will be able to attend theory classes and seminars taking into account that their evaluation system will be the completion of a single synthesis test. That is, they cannot be evaluated in the seminar either for completing the course work or for other activities.

Final score

The grade of the students assigned to the evaluation system of a final synthesis test will be the grade of the final test.

3. Single evaluation

In accordance with the UAB Academic Regulations approved by the Governing Council on July 7, 2022, a student can request the single evaluation in those subjects that allow it. The request for a single evaluation implies the renunciation of continuous evaluation. To qualify, it is necessary to submit a reasoned application to the center within the deadlines set annually (from September 6 to 13 and from October 2 to 8, 2024). Exceptionally, in the case of a duly justified unexpected work or health situation, students may request the single evaluation outside of this established period.

- A) 50% Written test. It must be approved (5 or more) to pass the subject (necessary condition).
- B) 30% Completion of an audiovisual essay work as described in section 1.2.
- C) 10% Oral presentation of one of the mandatory readings of the course.

D) 10% Delivery of an individual analysis and reflection task for each of the course readings.

A (50%) + B (30%) + C (10%) + D (10%) = 100% Final grade for the subject

4. Recovery activities:

In accordance with the UAB Academic Regulations (Title IV, on Evaluation, modified by agreement of the Governing Council of July 12, 2017), the recovery of evaluation activities will be scheduled. The following students may apply:

4.1. First or higher enrollment students enrolled in the continuous evaluation system (written test + audiovisual essay + oral presentation in the seminar + participation in the seminar)

Students will have the right to recover the subject if they have been evaluated on the set of activities whose weight is equivalent to a minimum of 2/3 of the total grade for the subject.

Students who have taken the written test and failed will have the right to retake it.

The audiovisual essay will be excluded from the recovery. The objective of this work, on the part of the students, is to demonstrate the understanding, capacity for analysis, structuring and systematization of the knowledge acquired throughout the course and applied to a specific case or situation. This is the result of continued activity since the beginning of the course that cannot be recovered in a short time frame. Participation in the seminars will also be excluded from the possibility of recovery for obvious reasons.

4.2 Single assessment students

Students will have the right to recover the subject if they have been evaluated on the set of activities whose weight is equivalent to a minimum of 2/3 of the total grade for the subject.

The written test can only be recovered if the student has obtained a grade below 5.

The audiovisual essay work is not recoverable and the grade obtained (whether passed or not) will form part of the weighted average of the final grade.

The grade obtained in the analysis and individual reflection tasks of each of the course readings will form part of the weighted average of the final grade. Only in case of failing this test and if the student considers it so, may he or she choose to recover it with a test of the same nature.

4.3. Second or more enrollment students enrolled in the final synthesis test system (written test). Students who have taken and failed the final synthesis test (written test).

5. Options to raise the rating:

5.1. Both students who have opted for the continuous evaluation and those who have opted for the single evaluation and have passed the written test can take the recovery test to raise their grade. They can do so by presenting themselves to raise the grade only for the written test. In any case, the student must assume the results, whether they are positive or negative. The grade from the recovery test will be taken into account in the final grade. If the written recovery test has been passed, the weighted average between the evaluation activities will be made taking into account the grade of the written recovery test taken.

5.2. Second or higher enrollment students who have opted for the final synthesis test system and have passed will also have the option of taking the recovery exam to raise their grade. In any case, the student must assume the results, whether they are positive or negative. The final grade will be the recovery test grade.

6. Ordinary review of the qualification of evaluation activities:

In case of disagreement with the qualification of the different evaluation activities, the students will have the right to the ordinary review of these activities. In the written and synthesis test, the ordinary review will be carried out with the teacher responsible for the group. In the audiovisual essay work, the oral presentation and participation in the seminar, the ordinary review will be carried out with the teaching staff of the corresponding seminar. The dates and times of the ordinary review will be made public through the subject space on the UAB Virtual Campus.

7. Extraordinary review of the final grade of the subject:

In case of disagreement with the final grade of the subject, students will have the right to request an extraordinary review. You must submit, within fifteen calendar days after the final grade is published, a reasoned request to the dean of the Faculty of Communication Sciences and it will be delivered to Academic Management. The review will be carried out in accordance with the instructions on extraordinary review approved by the Faculty Board on May 5, 2016, published on the Faculty website:

<http://www.uab.cat/web/estudiar/graus/informacio-academica/avaluacio/revisioextraordinaria-de-la-qualificacio-final-1345714263962.html>

PLAGIARISM: The student who makes any irregularity (copy, plagiarism, identity theft,...) that may lead to a significant variation in the grade of an evaluation act will be graded 0 for this evaluation act. In the event that various irregularities occur, the final grade for the subject will be 0. In any case, the dean's office will be informed of the situation, so that the appropriate sanctioning actions can be assessed.

AI: The use of Artificial Intelligence in this assignment is limited to the evaluation activities related to the course work and the preparation of the oral presentation of the seminar readings. Specifically, AI tools, both textual and visual, can help us generate and outline ideas, contextualize concepts, propose prototypes or combine elements in an innovative or alternative way. In the case of its use, it is necessary to explain and correctly cite its use in the preparation of the work. This involves actively indicating in each section of the activity what tools have been used, the objectives, the prompts that have been incorporated, the response obtained and the process that has been followed to review and edit the response. Remember, also, that if you use generative information, no personal, confidential or intellectual property-protected information should be provided. It should be taken into account that inappropriate use of generative AI, with the lack of review of the response obtained or the lack of citation of the tools used, will be considered irregular conduct in the evaluation that may lead to failure of the activity or the course. evaluation act. If in doubt, consult with the teacher.

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Software

This subject does not require knowledge of specific computer programmes other than those for writing university papers and for telematic communication.

Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	51	Catalan/Spanish	first semester	afternoon
(SEM) Seminars	52	Catalan/Spanish	first semester	afternoon
(SEM) Seminars	53	Catalan/Spanish	first semester	afternoon
(TE) Theory	5	Catalan/Spanish	first semester	afternoon