

Degree	Type	Year
4313227 Media, Communication and Culture	OT	0

Contact

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Teaching groups languages

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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

Activities and Methodology

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

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.

Assessment

Continous 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

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.

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Software

It is not a requirement.

Language list

Name	Group	Language	Semester	Turn
(TEm) Theory (master)	40	Spanish	first semester	afternoon