Cultural and Communication Psychology

Code: 102564
ECTS Credits: 6

2025/2026

Degree	Type	Year
Psychology	OT	4

Contact

Name: José Luis Lalueza Sazatornil

Email: joseluis.lalueza@uab.cat

Teachers

Joel Feliu Samuel Lajeunesse

Marisela Montenegro Martinez

Marta Padrós Castells

Teaching groups languages

You can view this information at the of this
document.

Prerequisites

There are no official prerequisites and / or necessary knowledge to follow the subject correctly.

Objectives and Contextualisation

Cultural and Communication Psychology is part of both the Psychosocial Analysis and Intervention
Specialization and the Psychoeducational Analysis and Intervention Specialization.
This subject aims to develop theoretical and methodological tools that allow us to understand personal and
identity development in the context of complex and multicultural societies where people with multiple cultural
traditions (transcultural context) and who belong to multiple social categories (intersectional context) coexist.
For this reason, theories on the production of meaning and ways of approaching the concept of culture are
reviewed. An analysis of the general cultural context is carried out, taking into account the processes of
globalization, cultural imperialism and the consolidation of the consumer society, in order to reflect on the
effects of this cultural context on the constitution of the person. The constitution of specific cultural fields is
worked on, such as the case of sexual minorities, ethnic minorities or virtual communities.
The course starts from a critical perspective that identifies the determinants that structure current ways of life
and explores communication processes that allow the transformation of the current cultural hegemony, placing
special emphasis on the analysis and proposals for improving coexistence and social inclusion, as well as the
legitimization of cultural, social and sexual diversity. For this reason, the course adopts a Challenge-Based
Learning procedure, identifying, in collaboration with an external agent, a factor that mediates in the processes
of social construction, generating situations of oppression or discrimination and seeking ways to understand it

and intervene in it.

Educational Objectives
• Know the main theoretical currents in the fields of cultural psychology and communication psychology.
• Identify cultural and communication processes in the personal and social constitution.
• Analyze current models of coexistence andgenerate proposals aimed at social inclusion.
• Develop critical reflection on contemporary cultural and communicative processes and their influence.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Communicate efficiently, using the appropriate media (oral, written or audio-visual) taking into account diversity and all elements that may ease communication or make it more difficult.
- Recognise the social dimension of human beings, considering historical and sociocultural factors involved in shaping human psychology.
- 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.
- Use adequate tools for communication.
- Use different ICTs for different purposes.
- Work in a team.

Learning Outcomes

1. Analyse different socialization practices.
2. Analyse the phenomenon of social communication in the contemporary context.
3. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
4. Apply concepts and identify processes in analysing the behaviour of the person in connection with their membership of social categories and their social context.
5. Apply concepts and identify psychosocial processes in analysing the elements that facilitate and hinder social communication.
6. Assess the impact of the difficulties, prejudices and discriminations that actions or projects may involve, in the short or long term, in relation to certain persons or groups.
7. Communicate in an inclusive manner avoiding the use of sexist or discriminatory language.
8. Critically analyse the principles, values and procedures that govern the exercise of the profession.
9. Identify concepts and psychosocial processes that show the social and cultural dimension of behaviour.
10. Identify the principal forms of sex- or gender-based inequality and discrimination present in society.
11. Identify the social, economic and/or environmental implications of academic and professional activities in the area of your knowledge.
12. Recognise different theories related to social communication processes.
13. Relate the different socio-historical and cultural factors that enable the development of human beings.
14. Use adequate tools for communication.
15. Use different ICTs for different purposes.
16. Use the tools of information and communications technology for understanding its influence communication processes today.
17. Work in a team.

Content

Contents of theoretical seminars

- Cultural and Communication Psychology. Conceptual frameworks: classical, modern and postmodern theories

- From cultural differences to the cultural explanation of the mind. Narrative and identity

- Cultural-Historical approach to social phenomena and Activity Theory.

- Cultural diversity and minority development.

- Signs and meanings. Communication processes and methods of interpretation in the social sciences.

- Ideology, hegemony, race, gender and power. Cultural and communication processes.

- ICTs and communication. New technologies and new spaces for subjective definition of social and gender relations.

- Post colonialism and decolonial thinking. Cultural imperialism and minorities. Development of critical thinking and gender perspective

Contents of practical seminars

Classroom practice focuses on the analysis of social and cultural practices through ethnography.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical seminars in small groups	12	0.48	1, 4, 5, 9, 13
Theory seminar (whole group)	24	0.96	1, 2, 4, 5, 9, 12, 13, 17, 14, 16
Type: Supervised			
Participation in virtual forum	22	0.88	2, 12, 15, 14, 16
Type: Autonomous			
Evaluation works	50	2	1, 2, 4, 5, 9, 12, 13, 17, 14, 16
Preparation of oral presentations	20	0.8	2, 12, 17, 15, 14, 16
Reading and analysis	22	0.88	1, 2, 4, 5, 9, 12, 13, 16

The entire group will work in a seminar using the Challenge-Based Learning (CBL) methodology.

At the beginning of the course, a relevant challenge for the field of cultural psychology will be presented in collaboration with an entity that operates in a social field where this challenge is presented (stakeholder). During the two previous courses, racism has been established as a challenge, investigating its presence and effects on young people in the city of Barcelona (in collaboration with the City Council) one year, and collaborating with the UAB's Inclusion and Diversity Services the following year to identify elements of structural racism on campus. This subject will be maintained as a challenge in this course.
The class dynamics will consist of these phases:

1. Presentation of the challenge by the collaborating entity
2. Joint debate and with external guests to clarify the challenge
3. Formation of work teams and election of specialists from each team
4. Preparation of each topic in teams and presentation and discussion in class by the specialist
5. Preparation and implementation by each team of a fieldwork to address the challenge.

The activity of the subject is complemented by practical seminars in small groups, in which the research process will be carried out using the methodology of ethnography. Based on the methodological tools in the field of auto-ethnography, students will have to record and analyse different aspects of their cultural insertion, taking into account the communication processes specific to their cultural environment. All this will be done based on the study of some characteristics of other cultural groups. The evaluation will be based on class attendance and participation, mandatory individual writing exercises and the optional presentation of a final assignment at the end of the semester, in which you will reflect on the experience based on the theoretical tools of cultural psychology and communication.

The autonomous work will consistof bibliographical material and the completion of evaluation tasks.

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
Ev1	30	0	0	1, 2, 4, 5, 9, 12, 13, 17, 14, 16
Ev1 Personal contribution to the challenge (portfolio and specialist presentation)	30	0	0	8, 1, 2, 3, 4, 5, 9, 11, 10, 12, 13, 15, 14, 16, 6
Ev2 Group contribution to the challenge (fieldwork and report)	40	0	0	2, 7, 12, 17, 15, 14, 16

The skills will be assessed through the following evidence:

• EV1 individual contributions. Portfolio monitoring of the evolution in the definition of the challenge, including readings and debates. Participation in class debate as a "specialist" on a topic and responsible for its inclusion in the team work.
• Ev2 team contributions. Fieldwork of investigation on the challenge and presentation of a final report (oral and written).
• EV3 activity reports in ethnographic practices (40%)
o Ev3a: Activity record with a weight of 20% of the final grade. This evidence involves the mandatory submission of 5 writing exercises throughout the semester
o Ev3b: Participation with a weight of 8%. It is assessed continuously.
o Ev3c: Final synthesis work, with a weight of 12%. The delivery will be made in the week 19

To consider a student as assessable, they must have completed at least 40% of the assessment activities.

To pass this subject, it will be necessary to demonstrate having achieved the assessed skills. They must have a grade equal to or greater than 5 in each of the three assessment areas. In case of not meeting these requirements, the maximum grade that can be obtained is 4.5 points.

Anyone who, once presented to the assessment activities with at least 2/3 of the total weight, has achieved a grade greater than 3.5 in all the assessments of the subject and has an evidence that has not been passed will be entitled to retake the course. In retakes, students will present a new evidence to replace the one they previously failed. In the case of internships, only Ev3c can be retaken, since continued participation in internship activities (Ev3a and Ev3b) cannot be replaced by any specific test. Retakes, if passed, allow a final grade of 5.

It is not expected that students in their 2nd year of enrollment or later will be evaluated through a single, non-retrievable synthesis test.

This subject does not provide for a single evaluation system.

In this subject, the use of Artificial Intelligence (AI) technologies is allowed as an integral part of the development of the work, provided that the final result reflects a significant contribution by the student in the analysis and personal reflection. The student must clearly identify which parts have been generated with this technology, specify the tools used, the prompts introduced and include a critical reflection on how these have influenced the process and the final result of the activity. The lack of transparency in the use of AI will be considered a lack of academic honesty and may lead to a penalty in the grade of the activity, or greater sanctions in serious cases.

Feecback:

Feedback type	Evidence	Week
Written	Ev1 comment on the personal portfolio	Ev1 Between 6 and 14
	Ev2 comment on the final report	Ev2 week 18
	Ev3c rubric	Ev3c week 21
In classroom	Ev2 Oral comments to the presentations	Ev2 week 14
	Ev3a Oral comments in the classroom	Ev3a weeks 6,9, 11, 13 i 15
Mentoring		

The evaluation system for this subject has been developed subordinate to the requirements set out in the Evaluation Guidelines for the degrees of the Faculty of Psychology, which can be consulted at: https://www.uab.cat/web/estudiar/graus/graus/avaluacions-1345722525858.html

Bibliography

Bibliography of the theory seminars:

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Hall, Stuart (2019). *El triangulo funesto. Raza, etnia y nación.* Madrid: Traficantes de sueños (primera edición 2017). Capítulo: 1 Raza: el significante resbaladizo (pp. 45 - 60).

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Lance Porfilio, A., Ludwig, L. A., y Herzog, B. (2023). Contestar al racismo. Apuntes desde una crítica inmanente. *Methaodos. Revista de ciencias sociales*,11(1), m231101a12. http://dx.doi.org/10.17502/mrcs.v11i1.668

Montenegro, Marisela; Ramírez, Álvaro; Planas, Francina y Álvarez, Catalina (2017). *Construint un mapa de la solidaritat a Catalunya: difractant les comprensions sobre la "crisi dels refugiats".* Barcelona: Departament de Psicologia Social (UAB). https://cartografiasolidaritat.cat/documents/

Sebastiani, Luca; Cota, Ariana S.; Álvarez Veinguer, Aurora & Olmos Alcaraz, Antonia (2020). Decolonizar la investigación sobre migraciones: apuntes desde una etnografía colaborativa. *Athenea Digital*, 20(2), e2483. https:// doi.org/10.5565/rev/athenea.2483

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Barley, Nigel (1989). *El Antropólogo inocente: notas desde una choza de barro.* Barcelona: Anagrama.

Bénard, Sílvia M. (Comp.) *Autoetnografía. Una metodología cualitativa.* Universidad Autónoma de Aguascalientes y El Colegio de San Luis. https://editorial.uaa.mx/catalogo/ccsh_autoetnografia_9786078652891.html

Cerreruela, Emilio; Crespo, Isabel et al. (2001*). Hechos gitanales. Conversaciones con tres gitanos de Sant Roc.* Barcelona: UAB.

Lakoff, George i Johnson, Mark (1980/2017). *Metáforas de la vida cotidiana* (pp.39-90). Madrid: Cátedra.

Software

No specific software is required for this subject

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(SEM) Seminars	111	Catalan	second semester	morning-mixed
(SEM) Seminars	112	Catalan	second semester	morning-mixed

(TE) Theory	1	Catalan	second semester	morning-mixed