

Degree	Type	Year
Media, Communication and Culture	OT	0

Contact

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Teaching groups languages

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

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 general objective of the module is to develop a critical reflection on participatory communication as a theoretical and methodological approach that enables the connection between stories, collective memory, and narratives of transformation.

Specific objectives:

- To reflect on communication as a form of mediation and cultural tool
- To approach culture from community-based feminist participation and a gender perspective
- To understand cultural policies as community-driven actions
- To connect collective memory and social imaginaries to deconstruct the patriarchal narrative
- To analyze cultural narratives through an intersectional lens
- To explore the body and emotions 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

This module proposes the development of a theoretical and methodological reflection on participatory communication as a device for cultural action. The aim is to provide institutions with tools for the development of cultural policies through the inclusion of mechanisms for social participation, recognized as a right in the new framework of political action and as one of the goals of the 2030 Agenda for Sustainable Development.

The course presents a critical perspective on the role of institutions as drivers of these processes, encouraging a rethinking of their potential as agents capable of imagining and activating mechanisms of active listening. This transforms access, interaction, and the recognition of communities, as well as cultural narratives.

This proposal is framed within a critique of the hegemonic narratives of Cultural Studies, aligned with poststructuralist and feminist currents. It questions the very definition of culture: who participates in it, who has access to define it, who is recognized or privileged by the cultural agenda, and how cultural narratives are constructed and whom they represent.

Topics to be addressed in the sessions include:

- The debate around the concept of culture
- The relationship between communication and culture
- Community participation from feminist perspectives
- Narrative and participatory storytelling
- The de-patriarchalization of cultural narratives

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			

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

Each session will last 3 hours.

- The first two hours will focus on theoretical exposition and discussion of the contents.
- The final hour will be dedicated to debates or interventions by experts (e.g. museologists, directors of cultural centers, policy makers), who will present practical case studies.
- Two visits to cultural spaces relevant to the course topic will also 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

Continuous 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

Module assessment will be based on the following criteria:

- Individual coursework: 50%
- Group presentations: 30%
- Active class participation: 20%

Both the individual paper and the presentation may be reassessed if necessary to ensure the student passes the module.

Special emphasis will be placed on the student's capacity for critical analysis, reflection, and conceptual articulation.

Not assessable

It will be considered non-assessable when less than 85% of the assessable evidence is provided.

Single assessment

This module does not include a single assessment system.

ARTIFICIAL INTELLIGENCE: For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for tasks such as bibliographic or information searches, text correction, or translations. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases. Teachers will be able to use tools to detect similarities or plagiarism and tools to detect the use of generative artificial intelligence.

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.

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Software

It is not a requirement.

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.