

Degree programme	Type	Course
Communication in Organisations	FB	1

Contact lecturer

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Teaching staff

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Group languages

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

Prerequisites

No specific requirements.

Objectives

- Understand the different dimensions of the field of Communication.
- To inscribe the impact of the novelties that occur in the field of Communication within a chronological sequence that allows us to discern what is really new and involves new challenges.
- To be able to deepen in the organizational character that is "constitutive" of all the established historical forms of Communication.
- To be able to develop all the communicative functions in the organizational professional field with full awareness of its mediating dimension.
- Take full consciousness of the systematic (ecosystematic) nature that all forms of social communication adopt.

Learning outcomes

- CM01 (Introduce the most significant theories from the discipline and the historical and structural foundations of communication in any of the organisation's communication activities, while assessing the impact of stereotypes and gender roles.) Introduce the most significant theories from the discipline and the historical and structural foundations of communication in any of the organisation's communication activities, while assessing the impact of stereotypes and gender roles.
- KM01 (Identify the foundations of the theories, history and structure of communication systems both nationally and internationally.) Identify the foundations of the theories, history and structure of communication systems both nationally and internationally.
- SM01 (Determine what is substantial and relevant in documents on the theory, structure, and history of

communication for corporate professional projects and actions.) Determine what is substantial and relevant in documents on the theory, structure, and history of communication for corporate professional projects and actions.

- SM03 (Communicate information and ideas appropriately and correctly in standard Catalan and Spanish, as well as when expressing and defending arguments related to the history, theories and structure of communication.) Communicate information and ideas appropriately and correctly in standard Catalan and Spanish, as well as when expressing and defending arguments related to the history, theories and structure of communication.

Contents

1. The origin of social communication. The invention of writing.
2. Distance communication in the pre-industrial era. The mail system.
3. Humanism and the universalization of reading practices.
4. The mobile type press and the functional use of printed paper.
5. The birth of the press. From gazettes to the first daily newspapers.
6. Telecommunications at the beginning of the industrial age. The telegraph.
7. The introduction of the steam engine to communication. The mass media.
8. The image in communication. From engraving to photography.
9. Audiovisual culture: radio, television and cinema.
10. The digital era. The new communication technologies.

The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Lessons and seminars	48	1.92	
Work	52	2.08	
Readings	48	1.92	

The subject will be developed through theoretical classes, debate seminars, guided readings and monitoring the practical work.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will

find the various teaching materials deemed appropriate by the instructors and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

In the event of a change in teaching modality for health reasons, the teaching staff will inform about the changes that will occur in the subject programming and teaching methodologies.

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	Weight	Hours	ECTS	Learning outcomes
Practical assessment	20%	0	0	SM01, SM03
Theoretical Exam	50%	2	0.08	CM01, KM01, SM01, SM03
Practical Work	30%	0	0	CM01, KM01, SM01, SM03

Continued evaluation

The continuous assessment is fixed in the following activities and percentages:

50% Theoretical exam. The exam will be divided in two partial exams.

20% Practical assessment. The exam will consist in several written tasks, to be executed at the end of each seminar.

30% Practical work.

To pass the subject, it is necessary to pass at least two of the three assessable activities, which must include the theoretical exam.

Students who do not complete at least two of the three assessable activities, which must include the theoretical exam, will not be entitled to retake the course and will be graded as "not assessable".

Single assessment

Students will have the right to opt for the single assessment in the terms established by current regulations. The activities and percentages of this modality are set as follows:

50% Theoretical exam. It will consist in a single exam, to be executed in the assigned day.

20% Practical assessment. It will consist in a single exam, to be executed in the same day of the theoretical exam.

30% Practical work.

Students who opt for a single assessment can take both exams on the same day, as stipulated in the regulations.

The essay delivery date will be the same as that established for students who take continuous assessment.

To pass the subject, it is necessary to pass at least two of the three assessable activities, which must include the theoretical exam.

Second-year students

Repeat students may opt for an evaluation in the form of a synthesis test, which will include theoretical and

practical activities. In the event that the student passed one of these parts in the previous year, their grade will be maintained, without this implying the deprivation of the option to improve their mark, if they so wish.

Continued evaluation recovery

Students will have the right to retake the subject if they have been assessed in at least two of the three assessable activities, which must include the theoretical exam.

In order to be able to retake the subject, an minimum mark of 3 out of 10 must have been obtained.

The recovery will consist of a theoretical and practical exam. The percentage of each part will be the same as in the ordinary assessment.

The practical work is not recoverable, so the grade will be the same as the one obtained initially.

The maximum mark that can be obtained in the recovery test is 5 out of 10.

Single assessment recovery

To be eligible to retake the single assessment, students must have completed the ordinary single assessment and obtained a minimum mark of 3 out of 10.

The retake will consist of a theoretical and practical exam. The percentage of each part will be the same as that established in the ordinary assessment.

The practical work is not retaken, so the grade will be the same as the one obtained initially.

The maximum grade that can be obtained in the retake test is 5 out of 10.

Retake for second-year students

To be eligible for the retake, students enrolled for the second time must have taken the synthesis exam and obtained a minimum grade of 3 out of 10.

The retake will consist of another synthesis exam.

The maximum grade obtainable on the retake exam is 5 out of 10.

General observations

Throughout the evaluation process, criteria of gender perspective and respect for cultural diversity will be taken into account.

The student who commits any irregularity (copying, plagiarism, impersonation, etc.) that could lead to a significant variation in the grade of an assessment act, will be graded with 0 for that assessment act. If more than one irregularity occurs, the final grade of the subject will be 0.

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively support tasks, and specifically for interview transcription. Bibliographic searches, linguistic adaptation of texts and even less the formulation of ideas are not considered support tasks, skills that students must learn to develop on their own.

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.

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action.

Bibliography

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Crowley, David; Heyer, Paul (1997), La comunicación en la Historia. Tecnología, cultura, sociedad, Barcelona: Bosch.

Freund, Gisèle (1993), La fotografía como documento social, Barcelona: Gustavo Gili.

Gómez Mompart, Josep Lluís; Marín, Enric (1999), Historia del Periodismo Universal, Madrid: Síntesis.

Marín, Enric; Tresserras, Joan Manuel (1994), Cultura de masses i postmodernitat, València: 3i4.

McLuhan, Marshall (1993), La Galaxia Gutenberg. Génesis del Homo Typographicus, Barcelona: Círculo de lectores.

Moragas, Miquel de (2022), La comunicación y sus cambios. De los orígenes al móvil, Bellaterra: Universitat Autònoma de Barcelona.

Vázquez Montalbán, Manuel (1985), Historia y comunicación social, Madrid: Alianza Editorial.

Williams, Raymond (1992), Historia de la Comunicación, Barcelona: Bosch.

Software

No knowledge of specific software is required beyond the usual office suites.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	7	Catalan	first semester	afternoon

(SEM) Seminars	71	Catalan	first semester	afternoon
(SEM) Seminars	72	Catalan	first semester	afternoon