

Degree programme	Type	Course
Communication in Organisations	FB	2

Contact lecturer

Name : Jaume Soriano Clemente

Email : jaume.soriano@uab.cat

Teaching staff

Angel Castellanos Diaz

Group languages

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

Prerequisites

No specific knowledge is required.

Objectives

This module belongs to Communication subject or area and it is qualified as fundamental within the Communication in Organizations Bachelor Degree. It is considered that there is a progressive logic linking the basic modules of the Communication subject or area, based on a long teaching experience and structured as follows:

1. History of Communication. It introduces students to the historical evolution of communication from the first communicative phenomena to nowadays communicative experiences.
2. Structure of Communication. It presents the communicative ecosystem, its dynamics and structural logic.
3. Communication theories. It presents and specifies the different theories, schools, authors and different communication analysis perspectives and approaches.

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

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

Introduction and year planning. Presenting the program

Interpersonal communication

Non-verbal interpersonal communication

Media communication. Beginning of the communication media research

Media communication. Functionalist paradigm. Uses and gratifications theory

Media communication. Agenda setting theory

Media communication. Silent spiral theory

Media communication. Social construction of reality

Media communication. Birmingham school. Political economy of communication

Media communication. Mediatization theory

Media communication. Attention economy/Post-truth

Note: 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
Tutoring	19	0.76	KM01, SM01
Seminars	13	0.52	SM01, SM03
Lectures	30	1.2	CM01, KM01
Personal study and oriented readings	65	2.6	KM01, SM01

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

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.

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
Test 1	22,5	2	0.08	KM01, SM01
Essay	30	9	0.36	KM01, SM01, SM03
Test 2	22,5	2	0.08	KM01, SM01
Continuous assessment activities	5	2	0.08	CM01
Oral presentation of works	10	2	0.08	SM03
Seminar participation	10	6	0.24	SM01, SM03

Evaluation

A.- Continuous assessment

The continuous assessment of the subject consists of the following activities and percentages:

1. Two partial exams (multiple-choice format) on the theoretical contents, each of which represents 22,5% of

the final grade. If they are passed, both exams are subject-release exams.

In order to pass the course, the two mid-term exams must be passed (minimum grade: 5) (essential condition). If one of the two exams is not taken, the final grade will be \"not evaluable\".

2. Continuous assessment activities, 5% of the final grade.

3. Completion of a course work in the seminar of the subject, which will represent 30% of the grade.

At the beginning of the course, the seminar lecturers will give the indications for the completion and evaluation of the work, together with the timetable. Likewise, the seminar lecturers will be in charge of tutoring and assessing the work during the course.

The completion and presentation of the work is compulsory. If a student does not present it, it will be considered as \"Not evaluable\". Given that the subject has a continuous assessment model, the \"Not evaluable\" in the coursework will also represent a \"Not evaluable\" in the subject.

4. Oral presentation at seminars, 10%. Compulsory readings will be presented and discussed in the seminars. These readings are planned to favour student learning and the application of communication theories in 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 mid-term exams.

5. Attendance to seminars, 10% of the final grade.

Recovery

Both exams can be made up: there is no minimum mark for the make-up exam, but it is essential to have taken the exam (the corresponding midterm or midterms). Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

The make-up exam will consist of a multiple-choice test. If one of the two midterm exams is not taken, the final grade will be \"not evaluable\".

In the event that one of the two mid-term exams is not passed, the final grade for the course will be the one obtained in this exam (or the average, if both are failed).

The evaluation activities carried out in the seminars (work, exhibition and attendance) will not be recoverable.

B.- Single assessment

The single assessment of the subject consists of the following activities and percentages:

1. Knowledge control: 50% - Theoretical test (multiple-choice) on the theoretical contents and the compulsory readings of the subject. In order to pass the course, it is compulsory to pass the theoretical test (essential condition).

2. Completion and oral presentation of an individual coursework: 30%.

3. Oral presentation of one of the compulsory readings of the course. 10%

4. Completion an extensive test (development) on course readings. 10%

Recovery

Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

The knowledge control or final theory test is recoverable. There is no minimum grade for the recovery, but it is essential to have taken the test. The recovery will consist of a multiple-choice test. In the event that it is not passed, the grade of the subject will be the one obtained in this exam.

Activities 2, 3 and 4 are not recoverable.

C.- Students from second enrolment onwards

From the second registration onwards, students can choose between continuous assessment (described above) or assessment by synthesis test by means of a final exam (multiple-choice test) and with the option of recovery (there is no minimum grade, it is essential to have taken the exam to be eligible for recovery). The grade of the course will correspond to the grade of the synthesis test. In the event that the final exam is not passed, the final grade for the course will be the grade obtained in this exam (recovery).

It will be understood that students from the second enrolment onwards who do not explicitly communicate by e-mail and within the period announced at the beginning of the course their choice of assessment will take the synthesis test.

CALENDAR

The dates of the assessment and recovery activities will be announced on the day of the course presentation. The information will also be available on the Virtual Campus.

PLAGIARISM

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities.

REVIEW OF QUALIFICATIONS

Ordinary review of the grading of assessment activities:

In case of disagreement with the grade of the different assessment activities, students will have the right to ordinary revision of these activities. In the test and synthesis tests, the ordinary review will be carried out with the lecturer responsible for the corresponding theory group. For coursework and seminar participation and attendance, the ordinary revision will be carried out with the corresponding seminar lecturer. The dates and times of the ordinary revision will be made public through the subject's space on the UAB Virtual Campus.

Extraordinary review of the final grade of the course:

In case of disagreement with the final grade of the subject, students will have the right to request an extraordinary review. Within fifteen calendar days after the publication of the final grade, students must submit a reasoned request to the Dean's Office of the Faculty of Communication Sciences and submit it to the Academic Management. The review will be carried out in accordance with the instructions on extraordinary review approved by the Faculty Board on 5 May 2016, modified on 14 May 2019 and 3 March 2023, and published on the Faculty's website:
<https://www.uab.cat/web/estudiar/graus/informacio-academica/avaluacio/revisio-extraordinaria-de-la-qualificacio>

ARTIFICIAL INTELLIGENCE

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for asks, 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.

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

Altheide, David. 2014. *Media Edge. Media Logic and Social Reality*. Nueva York: Peter Lang.

Andrejevic, Mark. 2009. "Critical Media Studies 2.0: an interactive upgrade". *Interaccions: Studies in Communication and Culture*, 1 (1): 35-51.

Austin, John L. 1971. *Palabras y acciones: Cómo hacer cosas con palabras*. Barcelona: Paidós. [Ed. original: 1962]

Berry, David M. 2014. *Critical theory and the digital*. Nova York: Bloomsbury Academic.

Boynton, Robert i Richardson Jr, Glenn. 2016. "Agenda setting in the twenty-first century". *New Media & Society*, 18(9): 1916-1934.

Celis Bueno, Claudio 2017 *The Attention Economy: Labour, Time and Power in Cognitive Capitalism* Londres, Rowman & Littlefield International Ltd.

Curran, James, Michael Gurevitch i Janet Wollacot, eds. 1981. *Sociedad y comunicación de masas*. México: Fondo de Cultura Económica. [Ed. original: 1947]

Fuchs, Christian 2020 *Communication and Capitalism: A Critical Theory*. University of Westminster Press

Curran, James, David Morley i Valerie Walkerdine, comps. 1998. *Estudios culturales y comunicación. Análisis, producción y consumo cultural de las políticas de identidad y el posmodernismo*. Barcelona: Paidós. [Ed. original: 1996]

Goffman, Erving. 2009. *Presentación de la persona en la vida cotidiana*. Buenos Aires: Editorial Amorrortu. [Ed. original: 1959]

Herrero, Esperanza 2025. "The Women Who Proposed Two-Step Flow: A Gendered Revisit to the Intellectual History of a Mass Communication Theory", *International Journal of Communication* 19, 417-436

Igartua, Juan José & María Luisa Humanes, 2004. *Teoría e investigación en comunicación social*. Síntesis.

Innerarity, Daniel 2025 *Una Teoría crítica de la inteligencia artificial* (Primera edición). Galaxia Gutenberg.

Jay, Martin. 1974. *La imaginación dialéctica. Historia de la Escuela de Frankfurt y el Instituto de Investigación Social (1923-1950)*. Madrid: Taurus. [Ed. original: 1973]

- Knapp, Mark L., Judith A. Hall i Terrence G. Hogan. 2014. *Nonverbal Communication in Human Interaction*. Wadsworth: Cengage Learning.
- Lippman, Walter. 2003. *La opinión pública*. Madrid: Langre. [Ed. original: 1922]
- McCombs, Maxwell. 2006. *Estableciendo la agenda. El impacto de los medios en la opinión pública y en el conocimiento*. Barcelona: Paidós. [Ed. original: 2004]
- Moragas, Miquel. 2011. *Interpretar la comunicación*. Barcelona: Gedisa.
- Morley, David. 1996. *Televisión, audiencias y estudios culturales*. Buenos Aires: Amorrortu. [Ed. original: 1992]
- Murdock, Graham 2018. Refeudalisation Revisited: The Destruction of Deliberative Democracy, Javnost - The Public, 25:1-2, 43-50, DOI:10.1080/13183222.2017.1418993
- Musarò, Pierluigi. 2017. "Mare Nostrum: the visual politics of amilitary-humanitarian operation in the Mediterranean Sea". *Media, Culture & Society*, 39 (1): 11-28.
- Noëlle-Neumann, Elisabeth. 1995. *La espiral del silencio. Opinión pública: nuestra piel social*. Barcelona: Paidós. [Ed. original: 1984]
- Noelle-Neumann, Elisabeth. 1993. La espiral del silencio. La opinión pública y los efectos de los medios de comunicación. *Comunicación y Sociedad*, Vol. VI (1-2): 9-28.
- Nothias, Toussaint. 2018. "How Western Journalists Actually Write About Africa. Reassessing the myth of Representations of Africa". *Journalism Studies*, 19 (8):1138-1159.
- Rosenberry, Jack i Lauren A. Vicker. 2017. *Applied Mass Communication Theory: A Guide for Media Practitioners*. ProQuest Ebook Central, <https://ebookcentral-proquestcom.are.uab.cat/lib/UAB/reader.action?docID=4862639> (Consulta: 15-06-2018).
- Rui, Jian Raymond i Michael A. Stefanone. 2016. "The Desire for Fame: AnExtension of Uses and Gratifications Theory". *Communication Studies*, 67 (4): 399-418.
- Thompson, John B. 2005. "The New Visibility". *Theory, Culture & Society*, 22 (6): 31-51.
- Thompson, John B. 2020."Mediated Interaction in the Digital Age". *Theory, Culture and Society* Vol. 37(1):3-28.
- Walsh, Mihael J. i Stephanie A. Baker. 2017. "The Selfie and the transformation of the publicprivate distinction". *Information, Communication & Society*, 20 (8):1185-1203.
- Wolf, Mauro 1987 *La investigación de la comunicación de masas. Crítica y perspectivas* Barcelona, Ediciones Paidós.
- Wu, Tim (2020) *Comerciantes de atención. La lucha épica por entrar en nuestra cabeza* Madrid, Capitán Swing.

Software

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

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	1	Catalan/Spanish	first semester	afternoon
(SEM) Seminars	1	Catalan/Spanish	first semester	afternoon
(SEM) Seminars	2	Catalan/Spanish	first semester	afternoon