

Centro	Facultat de Ciències Socials
Período académico	2017-2018
Estudio	Grado en Ciencias Políticas
Asignatura	Teoría de la información
Créditos ECTS	6

Idioma de impartición de las clases

English

Descripción

The course entitled «**Teoría de la información**» offers an **introduction to modern communication** and to the main factors that condition its development and trends in the modern world. Most important authors and concepts from Media Theory will be as much part of the course as debates of academic texts. The course starts with a general presentation of Communication and Mass media and their embedding in socio-historical contexts. It will introduce then into Media Systems and their influence. Elements from News and News-making will be used to substantialise ideas and concepts.

The course also introduces students to some first ideas and principles of **journalistic / information entrepreneurship** as a new business model in the information society environment.

Objetivos. Conocimientos y habilidades

Main objective: to offer a general introduction to theories of communication and mass communication, to introduce into different media types, to show the influence of socio-historical conditions on Mass media systems and to explain the main principles of journalistic production within the context of national and international contexts.

CB1 - Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio

CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio

CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética

CB4 - Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado

CB5 - Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía

CG2 - Ser capaz de poseer criterios fundados y rigurosos acerca de la historia, la sociedad y la cultura actuales.

CG3 - Ser capaz de comprender y sintetizar proposiciones complejas sobre cuestiones sociales y políticas, con sentido crítico, en el contexto en el que se presentan.

CG4 - Ser capaz de reunir e interpretar datos relevantes para elaborar argumentaciones propias.

CG5 - Ser capaz de emprender y culminar proyectos de forma autónoma, profesional y cualificada.

CG8 - Ser capaz de adquirir un compromiso ético y personal con la orientación por la calidad, la excelencia y el sacrificio personal.

CG9 - Ser capaz de reconocer la diversidad y la multiculturalidad.

CT1 - Ser capaz de expresarse correctamente en castellano y catalán. El logro de esta competencia implica conocer la gramática castellana y catalana, siendo capaz de expresarse en ambas lenguas de forma correcta y comprensible, tanto por escrito como oralmente.

CE8 - Capacidad para asumir como valores esenciales en el desarrollo del quehacer de los politólogos los que toman forma en los principios generales del Derecho y en la Declaración Universal de derechos humanos.

CE9 - Capacidad para analizar la psicología de los actores políticos y los procesos electorales, así como para aplicar los conocimientos adquiridos para una adecuada interpretación de los mismos.

CE10 - Capacidad para comprender, desarrollar y aplicar estrategias de liderazgo político.

Metodología docente

Course structure: the contents of the course will be presented through three main forms of activities that will take place during the class schedule:

- [1] **Lectures**, that provide an explanation of the main contents of the course [53 %]
- [2] **Seminars**, that involve activities such as the viewing and analysing audiovisual material and intense discussions of academic texts [27 %]
- [3] **Workshops**, that present text analysis and invited guests in order to discuss specific issues related to the course programme [20 %]

The course furthermore counts with a **trip to Portbou**, in order to explore the legacy of one of the most important media theorists - Walter Benjamin

Language: the course will be taught in English, even though written activities may be also handed in Spanish or Catalan.

Compulsory readings: together with the classes, the course implies the progressive reading on behalf of the student of the book:

- Denis McQuail- Mass Communication Theory (An Introduction) London: Sage

Specific articles handed by the teacher, will be an object of evaluation through three reading controls along the course.

Assistance: students are compelled to assist to all classes, seminars and workshops, with a maximum of 20 % of absences

Sistema de evaluación

The final evaluation of the course in «Information Theory» comprehends:

-60%: Reading Controls (40%) - Reaction Papers (20%) – Workshops (40%)

-40%: Final exam, that includes the general contents of the course together with the readings, workshop and seminar activities held along the semester

Honour Degree: one Honour Degree will be awarded to the student that, along the course, reaches the following objectives:

- An outstanding continuous assessment grade
- An outstanding final exam grade
- An outstanding achievement of voluntary activities proposed by the Teacher
- A minimum of class absences

Temario. Contenidos

The course «Information Theory» is divided into three main parts:

1. Information, Communication and Culture: the context of Information and Communication in Modern Culture

- 1.1. The Communication Process: Basic Elements
- 1.2. Communication, Information and Propaganda
- 1.3. «High», «Popular» and «Traditional» Information Culture

2. Media Structures and Systems (National and International): the Structures and Systems that determine the map of Information today

- 2.1. The Philosophies behind World Media Systems
- 2.2. Influences of Media Philosophies in Contemporary Mass Media
- 2.3. International Media Structures

3. Information, News and Newsmaking: the process of News Production and its Decisive Factors

- 3.1. «Journalist of the Week» and Journalistic Methodologies
- 3.2. Information and Society: the Fundamental Processes
- 3.3. Journalism and entrepreneurship: the basic principles

4. Concluding Remarks

Bibliografía básica

- McQuail, Denis.

Journalism & society / Denis McQuail.

Thousand Oaks (California) : Sage, 2013. 2013

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Bibliografía complementaria

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NoelleNeumann, E. (1974). The spiral of silence a theory of public opinion. *Journal of communication*, 24(2), 43-51.

Mass Communication, Popular Taste and Organized Social Action PAUL F. LAZARFELD AND ROBERT K. MERTON in Bernard Rosenberg (1963). *Mass Culture*. The Free Press: Illinois, p.457 - p.474

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Television and the Patterns of Mass Culture T. W. ADORNO in Bernard Rosenberg (1963). *Mass Culture*. The Free Press: Illinois, p.474 – p.489

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The Phantom World of TV BY GUNTHER ANDERS in Bernard Rosenberg (1963). *Mass Culture*. The Free Press: Illinois, p.358 – p.368

In Defense of Television BY HENRY RABASSIERE in Bernard Rosenberg (1963). *Mass Culture*. The Free Press: Illinois p.368-p.375

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Baudrillard, J., & Maclean, M. (1985). The masses: The implosion of the social in the media. *New Literary History*, 16(3), 577-589.

Baudrillard, J. (1995). *The Gulf War did not take place*. Indiana University Press. p.61-87

Manuel Castells (2009). *Communication Power*. Oxford: Oxford University Press.