

Centro	Facultat de Ciències Socials
Período académico	2020-2021
Estudio	Grado en Ciencias Políticas
Asignatura	Teoría de la comunicación
Créditos ECTS	6

Idioma de impartición de las clases

English

Descripción

The course "Communication 1" provides a general introduction to communication studies. The first part is dedicated to exploring the question of meaning and the relationship between communication and signification. The second part is focused on introducing the main models of communication and on challenging their capacity to explain the new media and their processes of communication.

Objetivos. Conocimientos y habilidades

Main objective: to provide students a synoptic view of the different kind of communication theories; introduce the main conceptual instruments used to analyse it; point out some of the current lines of research in the field of mass media studies.

Knowledge and abilities: at the end of the course, students are expected to be able to identify the main communication kinds of theory and understand its fundamental signification and scope.

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	Lectures	Seminars	Workshops
Weight	53%	27%	30%

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 [50 %]

[2] Seminars, that involve activities such as the viewing and analyzing print or audiovisual material regarding the different topics in each section [30 %]

[3] Workshops, that present text analysis and external guest speakers in order to discuss specific issues related to the course programme [20 %]
Language: the course is going to be taught in English, even though written activities may be handed in Spanish or Catalan.

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

- FISKE, John, Introduction to Communication Studies, 3rd Ed., Oxon, Routledge, 2011.
- SHIRKY, Clay, Here comes everybody: the power of organizing without organizations, London, Penguin, 2008.

These readings, together with specific articles handed in by the teacher, will be object of evaluation through reading controls along the course.

According to the Abat Oliba CEU's academic regulations and following the on campus class assistance policy, a reduction of one unity of the final continuous assessment grade will be applied for every two hours of class absence of a student when he/she surpasses 20% of the total assistance of

the course's sessions. This 20% includes absences due to health issues, bureaucratic procedures, family issues, etc. If the absence coincides with an assessable class activity it might imply failing the activity in question.

The date of the final exam of the course is irremovable and will take place during the final exam period established by the academic calendar.

The exact date of the final exam will be opportunely published by the Academic Secretary's office in due time along the semester.

Sistema de evaluación

Continuing evaluation (Evaluación continua):

Examination (final project essay): 30%

Class activities: 60%

One reading control: 10%

- Class activities: content reviews, seminar and workshop contributions
- Final project essay and oral presentation (in English)
- One reading control

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

1. Introduction to Communication Studies

1.1. Object of study.

1.2. Different kinds of theory.

1.3. Main levels of communication

2. Communication, Language and Meaning

2.1. Syntax, Semantics and Pragmatics

2.2. Signs and Meaning

2.3. Categories of Signs

2.4. Denotation and Connotation

2.5. Myth and Symbols

2.6. Metaphor and Metonymy

3. Communication Models

3.1. Mathematical theory of communication

3.2. Other models of communication

3.3. Communication models and new media

4. Final Considerations and Project Presentations

Bibliografía básica

- Fiske, John.
Introduction to communication studies / John Fiske ; with a new introductory essay ... by Henry Jenkins ; and with a new discussion ... London and New York : Routledge, 2011. 2011
ISBN 9780415596497 (pbk)
- Shirky, Clay.
Here comes everybody : the power of organizing without organizations / Clay
Shirky. New York : Penguin Books, cop. 2008. 2008
ISBN 9780143114949

Bibliografía complementaria

- FISKE, John, Introduction to Communication Studies, 3rd Ed., Oxon, Routledge, 2011.
- SHIRKY, Clay, Here comes everybody: the power of organizing without organizations, London, Penguin, 2008.
- CROWLEY, David & MITCHELL, David, Communication Theory Today, Cambridge, Polity Press, 1995.
- HOMES, Davis, Communication Theory: Media, Technology and Society, London, Sage, 2005.
- MATTELART, Armand and MATTELART, Michèle, Theories of Communication: A Short Introduction, London, Sage, 1998.
- SALWEN, Michael B., STACKS, Don W. (Ed.), An Integrated Approach to Communication Theory and Research, New Jersey, Lawrence Erlbaum Ass., 1996.