



IDENTIFYING DATA

(*)Comunicación: Teoría e historia da comunicación

Subject	(*)Comunicación: Teoría e historia da comunicación			
Code	P04G190V01104			
Study programme	(*)Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	Spanish			
Department				
Coordinator	Doval Avendaño, María Montserrat			
Lecturers	Doval Avendaño, María Montserrat			
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Web				
General description	<p>Communication theory puts the intellectual foundations from which will have to be considered the theory of the information. It analyses the factors that take part in the phenomenon of the communication, especially in the public communication. It enters in the study of the social phenomenon of the collective communication. It shows the context partner-political in which they exert the informative professions. It studies the paper of the means in the society and in the current political system, taking into account *emisores, contents and audiences. It treats of the importance that today have the processes of communication, the work mediator that realise the media when giving to know the reality to the citizens, the capacity of influence that has the communicative system when penetrating in the social system.</p> <p>The history of the communication studies the communication understood like result of the action of the media in a space and concrete times. With a diachronic approach. It stands out the social transcendence of the communication. In this part of the matter interest the processes and communicative facts that constitute a fundamental factor in the articulation of the social groups along the history</p>			

Competencies

Code	
A1	(*)Competencias interpretativa e operativa da comunicación como realidade e como campo de estudo
A9	(*)Coñecemento das perspectivas e metodoloxías de investigación dos axentes e entornos implicados na comunicación así como das metodoloxías e técnicas de investigación dos suxeitos e elementos da comunicación publicitaria e das relacións públicas.
A13	(*)Destrezas sobre o entorno: Capacidade de describir e diagnosticar as cuestións fundamentais da comunicación na sociedade contemporánea
B3	(*)Capacidade de analizar os elementos da comunicación e xerar os coñecementos nesta disciplina
B12	(*)Capacidade para o traballo en equipo a través da comunicación oral e escrita

Learning aims

Expected results from this subject	Training and Learning Results
Theoretical and practical knowledge of the communication and of the collective communication	A1
scientific Knowledge of the communication like reality and like field of study	A9
Knowledge of the essential characteristics of the communication, his elements and his resulted	
Knowledge of the existent relation between the evolution of the society in the contemporary world and the field of the communication	
Capacity to describe and diagnose the fundamental questions of the communication in the current society	A13
Capacity to base theoretically the activities and communicative professions	
Capacity for think about the processes and phenomena generated by the media	B3
Capacity to analyse the elements of the communication and generate knowledges in this discipline	

Capacity to work in team
 Capacity to achieve an analytical vision and reflexive
 Capacity to interpret the contents of the primary and secondary sources giving his/her own opinion
 Capacity to do a critical reading of recommended articles and audiovisual material
 Capacity to situate the communication and the actions in it involved in the field of the personal freedom and of the creativity

B12

Contents

Topic	
I. Pensar en la Comunicación	1. La comunicación como objeto material 2. La comunicación como objeto formal 3. Teoría de la Comunicación y Teoría de la Información 4. Las situaciones de comunicación 5. Teoría y realidad 6. El conocimiento científico 7. Disciplinariedad e interdisciplinariedad
II. Metodologías de Investigación en Comunicación	1. Investigación y realidad social 2. La investigación de medios 3. Fases del proceso 4. Uso de fuentes estadísticas y bases de datos de contenidos de medios 5. Técnicas de investigación aplicadas a la comunicación
III. Definir la Comunicación	1. Comunicación implícita y explícita 2. Características esenciales de la comunicación 3. Los símbolos en la comunicación
IV. Elementos de la Comunicación I	1. Sistemas y modelos 2. Modelos básicos para el estudio de la Comunicación
V. Elementos de la Comunicación II	1. Comparación de modelos y elementos comunes 2. El ecosistema comunicativo
VI. Las acciones comunicativas	1. Percepción 2. Interpretación y expresión
VII. Perspectivas de la Comunicación	1. Perspectiva funcionalista 2. Perspectiva crítica 3. Perspectiva interpretativa
VIII. Historia de la comunicación I	1. La Escuela de Chicago 2. Mass Communication Research 3. Walter Lippmann
IX. Historia de la comunicación II	1. Two-step flow 2. Difusión de innovaciones 3. Agenda-setting 4. Espiral del silencio
X. Historia de la comunicación III	1. La comunicación mediada 2. El nuevo contexto comunicativo

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	20	60	80
Seminars	10	10	20
Case studies / analysis of situations	13	30	43
Long answer tests and development	5	0	5
Reports / memories of practice	2	0	2

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Master Session	In these activities predominates the transmission, of form *expositiva, of knowledges on a determinate professional field. (□) It works fundamentally the knowledge (technical competition), although also they work the others knowledges (know do, know be and know be). The *alumnado has like function take aim, notes, relate concepts, ask to the/the educational.
Seminars	Work in depth of a subject (monographic). Extension and relation of the contents treated in the sessions *magistrales with the professional work

Case studies / analysis of situations	Development of a project of investigation in communication on a determinate subject and with one or several methodologies of the explained in the theoretical sessions. Of this form, the student will give account of the practical application of the academic investigation and of the possibilities that his methodologies offer him to take practical decisions professionals in the future: measurement of audiences, glimpsed, polls and surveys are part of the work that an expert in advertising and public relations will have to realise. Oral exhibition of the subject worked personally or in group.
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Personalized attention

Methodologies	Description
Master Session	The students can visit the professor whenever they wish it with their doubts and questions in the hours of *tutoría. In the same hours, can visit the professor for direction and advice on the practical works and seminars.
Seminars	The students can visit the professor whenever they wish it with their doubts and questions in the hours of *tutoría. In the same hours, can visit the professor for direction and advice on the practical works and seminars.
Case studies / analysis of situations	The students can visit the professor whenever they wish it with their doubts and questions in the hours of *tutoría. In the same hours, can visit the professor for direction and advice on the practical works and seminars.

Assessment

	Description	Qualification
Seminars	Continuous evaluation of the interventions, contributions and documentation contributed in the seminars.	10
Case studies / analysis of situations	The research case done during the practical sessions will be evaluated with the following criteria: - Assistance - Participation - Execution of the tasks of research in the indicated terms - Adjustment between the methodologies proposed and its use. - Conclusions of the research works	25
Long answer tests and development	Exams that include open questions on a subject. The student has to develop, relate, organise and present the knowledges that has on the matter.	60
Reports / memories of practice	The final report will be evaluated by the correction in the presentation. It is understood that the content has been evaluated during the realisation of the chosen research.	5

Other comments on the Evaluation

It is necessary to pass the theoretical part as the practical part of the subject.

The evaluation of the research with the methodologies explained in class will rely essentially on the content. It will value the correction and presentation of the final memory. The assistance to the practical sessions is necessary.

The evaluation on the seminars will be continuous and will value the intervention in the sessions, the proposal of problems and the contribution of documentation and of the own opinions. The assistance to the seminars is necessary.

In the second call the student will be examined for the failed part (theory or practice).

Sources of information

- Manuel Martín Algarra, **Teoría de la Comunicación: una propuesta**, Tecnos,
- Miquel Rodrigo Alsina, **Teorías de la Comunicación: ámbitos, métodos y perspectivas**, Castellón: Biblioteca de la Universidad Jaume I,
- M^a Rosa Berganza, José A. Ruiz San Román ; Carmen García Galera, [et. al.], **Investigar en comunicación : guía práctica de métodos y técnicas de investigación social en comunicación**, McGraw Hill,
- Lippmann, W., **La Opinión Pública**, Cuadernos de Langre,
- McCombs, M., **Estableciendo la agenda : el impacto de los medios en la opinión pública y en el conocimiento**, Paidós,
- Katz, Elihu y Lazarsfeld, Paul F., **La Influencia personal : el individuo en el proceso de comunicación de masas**, Hispano Europea,
- Scannell, Paddy, **Media and communication**, SAGE,

Recommendations

Subjects that continue the syllabus

(*)Comunicación: Historia da propaganda e a publicidade/P04G190V01204

(*)Teoría e práctica da comunicación publicitaria/P04G190V01105

Subjects that are recommended to be taken simultaneously

(*)Comunicación: Comunicación escrita/P04G190V01201
