



IDENTIFYING DATA

Sociology: Social and cultural change sociology

Subject	Sociology: Social and cultural change sociology			
Code	P04G070V01104			
Study programme	(*)Grao en Comunicación Audiovisual			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	Spanish Galician			
Department				
Coordinator	Lage Picos, Jesús Adolfo			
Lecturers	Lage Picos, Jesús Adolfo			
E-mail	xalp@uvigo.es			
Web	http://http://webs.uvigo.es/webdep11/index.php/gl.html			
General description	Facilitate the understanding of social and cultural events, and their processes of change in the modern world and contemporary to seat reflection, analysis and interpretation of events which fall technologies, applications, representations and actors of communication processes.			

Competencies

Code	
A3	(*)Que os estudantes teñan a capacidade de reunir e interpretar datos relevantes (normalmente dentro da súa área de estudo) para emitir xuízos que inclúan unha reflexión sobre temas relevantes de índole social, científica ou ética.
A4	(*)Que os estudantes poidan transmitir información, ideas, problemas e solución a un público tanto especializado coma non especializado.
A5	(*)Que os estudantes desenvolvan aquelas habilidades de aprendizaxe necesarias para emprender estudos posteriores cun alto grao de autonomía.
B2	(*)Coñecemento da realidade político-social do mundo na era da comunicación global
B5	(*)Habilidade para expoñer os resultados dos traballos académicos de xeito oral ou por medios audiovisuais ou informáticos consonte os canons das disciplinas da comunicación
B7	(*)Coñecemento das características esenciais da comunicación, os seus elementos e os seus resultados.
C6	
C13	
C21	
C22	
C27	
C32	
D2	(*)Capacidade de traballo en equipo e de comunicación das propias ideas mediante a creación dun ambiente propicio, así como capacidade para integrarse nun proxecto común encamiñado á obtención de resultados
D3	
D5	
D6	(*)Orde e método: habilidade para a organización e temporalización das tarefas, realizándoas de xeito ordenado adoptando con lóxica as decisións prioritarias nos diferentes procesos de produción audiovisual
D7	(*)Conciencia solidaria: respecto solidario polas diferentes persoas e pobos do planeta, polos valores universais de educación, cultura, paz e xustiza, e polos dereitos humanos, a igualdade de oportunidades e a non discriminación de mulleres e persoas con discapacidade
D8	(*)Sensibilidade, respecto e necesidade de conservación do patrimonio cultural e audiovisual de Galicia e do mundo

Learning outcomes

Expected results from this subject	Training and Learning Results
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Have knowledge of the history and evolution of audiovisual communication and its social and cultural relevance.	B2 B7	C13 C32		
Have knowledge of the political and social reality of the world in the age of global communication.	B2	C32		
Do proper use of oral and written official language applied to audiovisual communication.		C6 C21		
Know the strategies of persuasive communication in the audiovisual markets.	B2 B7	C13 C22 C27 C32	D3 D5 D6 D8	
Be able to place the audiovisual activity in the context of competition locally, nationally and internationally.	A3 A5	B2 C13 C22 C27 C32		
Carry out the analysis of the structures, contents and styles of television and radio programming as well as the configuration and processes, both communicational and spectacular generated by them.	A3 A4	B5 C13 C22 C27 C32		
Expound appropriately results of scholarly work.	A4	B5 B7	C6 C21	D3 D6
Perceive critically the new visual and aural landscape.	A3	B2 B7	C13 C22 C27 C32	D7 D8
Adapt to technological changes and business.	A3 A5	B2 B7	C13 C27 C32	D5
Working in teams and communicate your own ideas.	A3 A4	B5	C6 C21	D2 D3 D5 D6
Take risks, apply solutions and personal views on the development of the projects.	A3	B5	C21	D2 D3 D5 D6
Take decisions in situations of uncertainty, assuming responsibilities.			C27	D2 D3 D5 D6
Be able to practice critical a systematic of results evaluation.			C22 C27 C32	D5 D7 D8
Know how to organize tasks and temporize the different audiovisual production processes.	A5	B5 B7		D5 D6
Develop awareness of solidarity, knowledge of the great cultural currents and respect for human rights.		B2	C22 C32	D7 D8
Develop sensitivity and need for conservation of cultural heritage and audiovisual of Galicia and the world.	A3	B2 B7	C13 C22 C27 C32	D8

Contents

Topic

Theme 1. The emergence of the modern society as a result of the social change.	<ul style="list-style-type: none"> . The historical evolution of the forms of social construction. . Conjuncture, historical birth of modernity and emergence of sociology . The media and development of modern societies.
Theme 2. Conceptual universes of social change and culture.	<ul style="list-style-type: none"> . Classic approach and systemic of social change. . Dynamic concepts to understanding the change. . Typology of social processes. . Agents, interactions and networks of power in the media sphere. . Three decades of social change in Spain.
Theme 3. Evolution, order, conflict, and mass communication in the sociological explanations of modernity.	<ul style="list-style-type: none"> . Historical and analytical definitions of modernity. . Characteristics and impact of modernity on social and personal life. . Arguments against modernity and contemporary perspectives. . The prospect of mass culture and its critics.

Theme 4. Perspectives of social in front of the age. Socio-economic transformations. of globalization.

- . Socio-political changes.
- . The consideration of environmental issues.
- . Culture and globalization.

Theme 5. Innovation, active audiences and identities in contemporary society and culture.

- . Culture of innovation in the new informational economy.
- . Prospects of active audiences and its limits.
- . Information technologies and communication and the construction of identities.

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	33	0	33
Troubleshooting and / or exercises	13	27	40
Jobs and projects	0	18	18
Short answer tests	1	58	59

*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	The teacher introduces and exposes the concepts and contents of each unit, informing of the texts who allow follow the presentations and deepen subject.
Troubleshooting and / or exercises	In practice sessions seeks to establish dynamic work to guide the conduct of group work, individual work of texts or other materials that develop course contents. In these sessions there will be exercises control of readings or screenings, and commentaries of reviews.

Personalized attention

Methodologies	Description
Master Session	Answer the questions and concerns that may arise throughout the semester on the contents presented in the theoretical classes, with work of texts or other materials, solving exercises, or making a group work.
Troubleshooting and / or exercises	Answer the questions and concerns that may arise throughout the semester on the contents presented in the theoretical classes, with work of texts or other materials, solving exercises, or making a group work.
Tests	Description
Jobs and projects	Answer the questions and concerns that may arise throughout the semester on the contents presented in the theoretical classes, with work of texts or other materials, solving exercises, or making a group work.

Assessment

	Description	Qualification	Training and Learning Results			
Troubleshooting and / or exercises	Conducting test control and reviews written about the readings or materials audiovisonais marked weekly Tests will be held at the time of the practicals, and it will be upload the evidences of the reviews to tele-teaching platform. To the end of semester the reviews will be delivered in a porfolio printed to the teacher.	30	A3 A4 A5	B2 B5 B7	C6 C13 C21 C22 C27 C32	D3 D5 D6 D8
Jobs and projects	Resolution of a group work on a theme introduced by the teacher, and it must be exposed publicly.	15	A3 A4 A5	C21 C32	D2 D3 D5 D6 D7 D8	
Short answer tests	In official calls to examination, resolving an exercise that combines test questions and short answers on the material taught in the course.	55	A3	B7 C6 C13 C32	D6	

Other comments on the Evaluation

One must achieve a 4 exams of the official exams to weighted average with the rest of the marks obtained by the student.

Sources of information

ARIÑO, A., **Sociología de la cultura**, Barcelona: Ariel,

BAUMAN, Zigmunt, **Modernidad líquida**, México: Fondo de Cultura Económico,

BAYOIT, Guy, **El cambio social. Análisis sociológico del cambio social y cultural en las sociedades contemporáneas.**, Madrid: Siglo XXI,

BECK, Ulrich, **La Sociedad del riesgo : hacia una nueva modernidad**, Barcelona: Paidós,

BECK, Ulrich, **¿Qué es la globalización? : falacias del globalismo, respuestas a la globalización**, Barcelona: Paidós,

BELL, D., **Las contradicciones culturales del capitalismo**, Madrid: Alianza,

CASTELLS, M., **Comunicación y poder**, Madrid: Alianza Editorial,

CASTELLS, M. (ed.), **La Sociedad Red: una visión global**, Madrid: Alianza Editorial,

CASTELLS, M., **La era de la información. Economía, sociedad y cultura.**, Madrid: Alianza Editorial, vol. 2,

CASTELLS, M., **La era de la información. Economía, sociedad y cultura.**, Madrid: Alianza Editorial, vol 1,

DE MIGUEL, Jesús M.; PINTO, C., **Sociología visual**, Madrid: Centro de Investigaciones Sociológicas - Siglo XXI de España,

DEL CAMPO, Salustiano, **Tratado de sociología 1**, Madrid: Taurus,

GONZÁLEZ, J.J.; REQUENA, Miguel (eds.), **Tres décadas de cambio social en España**, 1ª reimpresión, Madrid: Alianza Editorial,

HIMANEN, Pekka, **La ética del hacker**, Barcelona: Ediciones Destino, S.A.,

IGARZA, Roberto, **Las burbujas de ocio: nuevas formas de consumo cultural**, Buenos Aires: La Crujía,

LASH, Scott, **Crítica de la información**, Buenos Aires: Amorrortu,

PARDO, A.; SÁNCHEZ-TABERNERO, A., **Concentración de la distribución cinematográfica en España. En Anàlisi, 47, pp. 37-56**, Barcelona: UAB y UOC,

PIZARRO, Narciso, **Tratado de metodología de las Ciencias Sociales**, Madrid: Siglo XXI Editores,

SUBIRATS, Joan, **Consideraciones Generales. En: Informe España 2012. Una interpretación de su realidad social, pp. XIII-LVIII.**, Madrid: Fundación Encuentro,

SZTOPMKA, P., **Sociología del cambio social**, Madrid: Alianza Editorial,

THOMPSON, John B., **Los media y la modernidad. Una teoría de los medios de comunicación.**, Barcelona: Paidós,

TUBELLA, Imma, **Televisión, internet y elaboración de la identidad. En: CASTELLS, M., La sociedad red: una visión global**, Madrid: Alianza Editorial, pp. 465-483,

Recommendations

Subjects that continue the syllabus

Political Science: Policy, citizenship and democracy/P04G070V01201

Communication Theory and Communication History/P04G070V01204

Political Science: Audiovisual public policies/P04G070V01303

Structure of the audiovisual system/P04G070V01601

Other comments

Perform the recommended readings to facilitate understanding of the course, involvement on classes, and the assessment of content.
