



IDENTIFYING DATA

Sociology: Sociology of Communication

Subject	Sociology: Sociology of Communication			
Code	P04G071V01102			
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			
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Web				
General description	The subject educates in the identification of the historical referents that award social and cultural importance to the audiovisual communication; it introduces in the theoretical approaches of the sociology of the communication, and in the analysis and critical evaluation of the audiovisual activity in the context of the local, national and international competition.			

Competencies

Code	
A3	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
B2	Conocer la realidad político-social del mundo en la era de la comunicación global.
B4	Exponer los resultados de los trabajos académicos de manera escrita, oral o por medios audiovisuales o informáticos de acuerdo a los cánones de las disciplinas de la comunicación.
B5	Conocer los valores constitucionales, principios éticos y normas deontológicas aplicables a la comunicación audiovisual, en especial las relativas a la igualdad de hombres y mujeres, a la no discriminación de personas con discapacidad y al uso no sexista de la imagen femenina en los medios de comunicación de masas.
C2	Critically perceive the audiovisual world as the result of socio-political and cultural conditions linked to a certain historical period.
C15	Know the foundations of the history and theory of communication.
D3	Sostenibilidad y compromiso ambiental. Uso equitativo, responsable y eficiente de los recursos.

Learning outcomes

Expected results from this subject	Training and Learning Results			
New	A3	B2 B4 B5	C2 C15	D3

Contents

Topic	
1. The role of communication and the emergence of modern society.	<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.
2. Actors and communication processes: social change, culture and power.	<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.

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.
4. Synergies between globalization processes and communication technologies.	<ul style="list-style-type: none"> . Socio-economic transformations. . Socio-political changes. . The migrations. . The consideration of environmental issues. . Culture and globalization
5. Innovation, active audiences and identities in contemporary society and culture.	<ul style="list-style-type: none"> . 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
Lecturing	25	20	45
Debate	13	0	13
Mentored work	2	0	2
Problem solving	10	20	30
Essay questions exam	0	50	50
Essay	0	10	10

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

Methodologies

	Description
Lecturing	The lecturer introduces and exposes the concepts and contents of each of the topics, informing about the procedures, texts, or other materials that allow the expositions to be followed and the subject to be deepened.
Debate	Exhibition, analysis and open discussion between students and lecturer, on topics related to the content of the subject.
Mentored work	Preparation of a group work on social issues that affect youth, previously delimited in the practical classes.
Problem solving	In the practice sessions, attempts it will be made to establish dynamics that guide the performance of group work, and the personal work of texts and other materials that develop the contents of the subject.

Personalized assistance

Methodologies	Description
Lecturing	Follow-up and attention to the doubts and problems that arise throughout the teaching and learning process.
Problem solving	Follow-up and attention to the doubts and problems that arise throughout the teaching and learning process.
Debate	Follow-up and attention to the doubts and problems that arise throughout the teaching and learning process.
Mentored work	Follow-up and attention to the doubts and problems that arise throughout the teaching and learning process.

Tests	Description
Essay questions exam	Follow-up and attention to the doubts and problems that arise throughout the teaching and learning process.
Essay	Follow-up and attention to the doubts and problems that arise throughout the teaching and learning process.

Assessment

	Description	Qualification	Training and Learning Results			
Problem solving	Carrying out continuous assessment exercises on the readings or audiovisual materials introduced in the theory and practical classes.	30	A3	B2 B4 B5	C2 C15	D3
Essay questions exam	In the official exam calls, there will be a writing exercise in which you will have to answer a series of questions related to a text or material on the social analysis of communication.	60	A3	B2 B4 B5	C2 C15	D3

Essay	Preparation of a group work that describes, analyzes, and reflects on social issues that affect youth, previously delimited in the practical classes.	10	A3	B2 B4 B5	C2 C15	D3
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Other comments on the Evaluation

It is necessary to complete a minimum of 4 in the two official calls for subjects in order to be able to complete the rest of the qualifications obtained.

In the case of it not made track the continuous evaluation and do the exam of the official call, the maximum grade that can will be achieved in the subject it will be only passed (between 5 and 6.9 out of 10).

In consideration of the students with the pending subject but who have a prior knowledge of the contents, it's contemplates the possibility of carrying out a portfolio of reviews, whose quality can be mean up to 5 points. In this way, the qualification of the official call exam, to that it's necessary to attend, it would be weighted per 0.5 and the note obtained in the portfolio it would be added. Students interested in taking this assessment modality will have to communicate it personally to the lecturer who will indicate the texts on which to carry out the portfolio.

Sources of information

Basic Bibliography

Appadurai, Arjun, **El futuro como hecho cultural. Ensayos sobre la condición global**, 1ª ed., Fondo de Cultura Económica, 2015

Ariño, Antonio, **Sociología de la cultura: la constitución simbólica de la sociedad**, 1ª ed., Ariel, 1995

Bayoit, G., **El cambio social. Análisis sociológico del cambio social y cultural en las sociedades contemporáneas**, 1ª ed., Siglo XXI, 2008

Busquet, J.; Medina, A., **Invitación a la sociología de la comunicación**, 1ª ed., Editorial UOC, 2014

Callejo, J., **Audiencias multimedia: múltiples problemas, múltiples intereses. En M. Martínez (coord.), Para investigar la comunicación: propuestas teórico-metodológicas**, pp. 53-82., 1ª ed., Técno, 2008

Castells, M., **Comunicación y poder**, 1ª ed., Alianza Editorial, D.L. 2009

Himanen, P., **La ética hacker como cultura de la era de la información. En Manuel Castells (ed.), La sociedad red: una visión global**, pp. 505-518., 1ª ed., Alianza Editorial, 2006

Pardo, A.; Sánchez-Taberner, A., **Concentración de la distribución cinematográfica en España**, *Anàlisi*, 47,37-56, dic 2012

Thompson, J.B., **Los media y la modernidad. Una teoría de los medios de comunicación**, Paidós, 2003

Vaskes, I., **La transestética de Baudrillard: simulacro y arte en la época de simulación total**, *Estudios filosóficos*, 38,197-219, Agosto 2008

Complementary Bibliography

Baudrillard, J., **Cultura e simulacro**, 1ª ed., Kairós, 1978

Bauman, Z., **Modernidad líquida**, 1ª ed., Fondo de Cultura Económica, 2003

Beck, U., **La sociedad del riesgo: hacia una nueva modernidad**, Paidós, 2006

Beck, U., **¿Qué es la globalización?: falacias del globalismo, respuestas a la globalización**, Paidós, 1998

Castells, M. (ed.), **La sociedad red: una visión global**, Alianza Editorial, 2006

Espinar, E.; Fran, C.; González, Mª J.; Martínez, R., **Introducción a la sociología de la comunicación**, Publicaciones Univ Alicante, D.L. 2006

Himanen, P., **La ética del hacker**, 1ª ed., Ediciones Destino, 2002

Miguel de Bustos, J.C., **Los grupos mundiales de comunicación y de entretenimiento, en el camino hacia la digitalización**, *Les Enjeux de l'information et de la communication*, oct. 2016

Rodríguez, A. (ed.), **España en su cine: aprendiendo sociología con películas españolas**, 1ª ed., Dykinson, 2015

Moragas, M. de, **La comunicación: De los orígenes a internet**, 1ª ed., Gedisa, 2012

Recommendations

Other comments

Carry out the recommended readings, or follow-up on other resources, to facilitate understanding of the subject, participation in classes and content evaluation.

Contingency plan

Description

=== EXCEPTIONAL PLANNING ===

Given the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University of Vigo establishes

an extraordinary planning that will be activated when the administrations and the institution itself determine it, considering safety, health and responsibility criteria both in distance and blended learning. These already planned measures guarantee, at the required time, the development of teaching in a more agile and effective way, as it is known in advance (or well in advance) by the students and teachers through the standardized tool.

=== ADAPTATION OF THE METHODOLOGIES ===

* Teaching methodologies

Teaching methodologies may be affected by the means of communication (face-to-face or telematic teaching), or temporality (synchronous or asynchronous), but they maintain the procedures for master classes and seminars.

* Non-face-to-face service mechanism for students (tutorials)

Use of the resources enabled by the University of Vigo: tele-teaching platform for the subject, virtual classrooms, and the lecturer's virtual room.

* Modifications (if applicable) of the content to be taught

No modifications are contemplated.

* Additional bibliography to facilitate self-learning

Not contemplated

=== ADAPTATION OF THE TESTS ===

* Tests

Regardless of the uncertainty caused by the pandemic evolution, the evaluation procedures, criteria, and weighting are maintained; The tests may be affected by the means of communication (face-to-face or telematic teaching), or temporality (synchronous or asynchronous), but the evaluation methods are preserved:

. exam in the official call consisting of a writing exercise in which you will have to answer a series of questions related to the analysis of a text or material on the social analysis of communication, will have a weight of 60% in the qualification;

. carrying out continuous assessment exercises on the readings or audiovisual materials introduced in the theory classes and seminars, will have a weight of 30% in the grade;

. elaboration of a group work that describes, analyzes, and reflects on social issues that reach the youth, previously delimited in the practical classes, will have a weight of 10% in the grade.
