



## IDENTIFYING DATA

### Communication: History and Theory of Communication

Subject	Communication: History and Theory of Communication			
Code	P04G190V01104			
Study programme	(*)Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Doval Avendaño, María Montserrat			
Lecturers	Doval Avendaño, María Montserrat			
E-mail	montse.doval@uvigo.es			
Web				
General description	<p>The communication theory sets the intellectual foundations from which the information theory should be considered. We will analyze the factors that intervene in the communication phenomenon, especially in public communication. It introduces in the study of the social phenomenon of collective communication. It shows the socio-political context in which the information professions are exercised. We will study the role of the media in society and in the current political system, taking into account creators of content, content and audiences. It deals with the importance of communication processes today, the mediating work done by the media to make citizens aware of reality, the influence of the communication system on penetrating the social system. The history of communication studies communication understood as a result of the action of the media in a specific space and time, with a diachronic approach. The social transcendence of communication is highlighted. In this part of the subject the processes and communicative facts that constitute a fundamental factor in the articulation of social groups throughout history are of interest.</p>			

## Competencies

Code			
A1	That the students show having acquired and understanding knowledges in an area of study that splits of the base of the general secondary education and usually is found in a level that, despite its support in advanced books of text, it includes also any aspects that involve pertinent knowledges of the avant-garde of his field of study.		
A3	That the students have the capacity to collect information and interpret relevant data (usually inside their area of study) to issue judgements which include a reflection on relevant subjects of social, scientific or ethical nature.		
B1	Interpretative and operative competences of the communication as a reality and as a field of study from the humanistic and technical point of view: theoretical knowledge of the communication.		
B2	Interpretative competence of the communication: ability to analyze the elements of the communication and generate the knowledges in this discipline.		
B3	Interpretative competence of the environment: ability to analyze and interpret the economic, political, socio-cultural, technological and communicative environment.		
C2	Socio-cultural competences: Knowledge of the socio-psychological processes that affect to the development of the communication in general, the specific of the advertising communication and those related to public relations.		
D3	Collaborative competences: ability of adaptation to the objectives and organizational values and of teamwork.		

## Learning outcomes

Expected results from this subject	Training and Learning Results		
1. Definition and theoretical and practical understanding of the communication and of the collective communication like realities and like field of study	A1 A3	B2	C2
2. Description of the essential characteristics of the communication, his elements and his results, from the humanistic point of view and technician.	A3	B1 B2	C2
3. Examination and recognition of the existent relation between the evolution of the society in the contemporary world and the field of the communication.	A1 A3	B3	C2

4. Describe and diagnose the fundamental questions of the communication in the contemporary society	A3	B3	C2
5. *Reflexionar On the processes and phenomena generated by the media	A3	B2 B3	C2
6. Analyse and interpret the economic surroundings, politician, partner-cultural, technological and communicative.		B2 B3	C2 D3
7. Analyse the elements of the communication and generate the knowledges in this discipline.	A3	B1 B2	C2
8. Analysis, synthesis and critical trial on the communicative actions. Situate the communication and the actions in her involved in the field of the personal freedom and of the creativity.			D3
9. Interpret the contents of the primary and secondary sources giving the own opinion.		B2	D3
10. Adaptation to the aims and values *organizacionales and of work in team. Express in public.			D3

## Contents

Topic	
I. Thinking about Communication	1. Communication theory and Information theory
II. Defining Communication	1. Essential characteristics of communication 2. Relational perspective and symbolic perspective 3. Symbols in communication
III. Elements of Communication	1. Basic models for the study of Communication 2. Comparison of models and common elements 3. The communicative ecosystem
IV. The communicative actions	1. Perception as a necessary action for communication 2. Interpretation and expression
V. History of communication I	1. The School of Chicago 2. Mass Communication Research 3. Walter Lippmann
VI. History of communication II	1. Two-step flow 2. Diffusion of innovations 3. Agenda-setting 4. Spiral of silence
VII. History of communication III	1. Media and communication. 2. Media ecology
VIII. History of communication IV	The new communicative context

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	20	60	80
Mentored work	15	30	45
Seminars	10	10	20
Essay questions exam	5	0	5

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

## Methodologies

	Description
Lecturing	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.
Mentored work	The student develops exercises or *proyectos in the classroom under the guidelines and supervision of the professor. His development can be linked with autonomous activities of the student.
Seminars	Work in depth of a subject (monographic). Extension and relation of the contents treated in the sessions *magistrales with the professional work

## Personalized assistance

Methodologies	Description
Lecturing	Students can contact the teacher whenever they wish with their questions during class and tutorial hours.
Seminars	Students can contact the teacher whenever they wish with their questions during class and tutorial hours.
Mentored work	Students can contact the teacher whenever they wish with their questions during class and tutorial hours.

<b>Assessment</b>						
	Description	Qualification	Training and Learning Results			
Mentored work	The evaluation of the works of classroom will realise by assistance and the content of the works written. It will value the correction in the editorial. The assistance to the practical sessions is compulsory.	20	A3	B2	D3	
Seminars	The evaluation on the seminars will be by assistance and the presentation of a work in team. The assistance to the seminars is compulsory.	10	A3	D3		
Essay	Exams that include open questions on a subject. The student has to develop, questions examrelate, organise and present the knowledge that has on the matter.	70	A1	B1	C2	
			A3	B2	B3	

### **Other comments on the Evaluation**

**It is necessary to approve both the theoretical and the pratical part of the course.**

In the July examination period, the failing grade part (theory and / or practice) will be examined.

No partial grade will be saved for future academic years.

### **Sources of information**

#### **Basic Bibliography**

Martín Algarra, Manuel, **Teoría de la Comunicación: una propuesta**, Tecnos, 2003

Scannell, Paddy, **Media and communication**, SAGE, 2007

Wimmer, R.G.; Dominick, J.R., **La Investigación científica de los medios de comunicación : una introducción a sus métodos**, Bosch, 1996

#### **Complementary Bibliography**

Arendt, Hannah, **Verdad y mentira en la política**, Página Indómita, 2017

Berganza, M.R.; Ruiz San Román, J. A.; García Galera, C. [et. al.], **Investigar en comunicación : guía práctica de métodos y técnicas de investigación social en comunicación**, McGraw Hill, 2005

Bourdieu, Pierre, **Sobre la televisión**, Anagrama, 1997

Doval Avendaño, Montserrat, **Comunicación efímera: de la cultura de la huella a la cultura del impacto**, 2018

Katz, Elihu y Lazarsfeld, Paul F., **La Influencia personal : el individuo en el proceso de comunicación de masas**, Hispano Europea, 1979

Lippmann, W., **La Opinión Pública**, Cuadernos de Langre, 2003

McCombs, M., **Estableciendo la agenda : el impacto de los medios en la opinión pública y en el conocimiento**, Paidós, 2006

McLuhan, M., **Comprender los medios de comunicación : las extensiones del ser humano**, Paidós, 1996

Peters, John D., **Hablar al aire. Una historia de la idea de comunicación**, Fondo de Cultura Económica, 2014

Postman, Neil, **Tecnópolis : la rendición de la cultura a la tecnología**, Galaxia Gutenberg, 1994

Postman, Neil, **Divertirse hasta morir : el discurso público en la era del**, Ideas (Ediciones de la Tempestad), 2001

Rodrigo Alsina, Miquel, **Teorías de la Comunicación: ámbitos, métodos y perspectivas**, Castellón: Biblioteca de la Universidad Jaume I, 2001

### **Recommendations**

#### **Subjects that continue the syllabus**

Communication: History of advertising and publicity/P04G190V01204

Advertising theory and practice/P04G190V01105

#### **Subjects that are recommended to be taken simultaneously**

Communication: Written Communication/P04G190V01201

### **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 ===

The master classes will be replaced by: Recorded presentations to be archived on the remote campus. They will last

approximately 30 minutes. Then, there will be group tutorials of 25 students of 30 minutes duration to discuss doubts, ask questions about the content, ask for examples, emphasize conceptual reinforcement and discuss ideas.

The seminars and practices will be replaced by:- Recorded presentations of 10 minutes and material supplied in Fatic. In the case of seminars, debates will be held across the remote campus.

Non-attendance mechanism for student attention: tutorials will be held by appointment in the virtual office  
<https://campusremotouvigo.gal/access/public/meeting/234026970>

=== ADAPTATION OF THE EVALUATION === Tests already carried out

Partial exam: [Previous weight 20%] [Proposed Weight 20%]

Modified tests

In the case of not being able to take face-to-face exams, an 8,000-word essay on the subject will be written. If the partial exam has already been completed, its weight in the evaluation will be 50%. If not, it will be 60%.

In that case, the weight of the evaluation of practices and seminars would go from 30 to 40% in which, obviously, attendance will not be taken into account.

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