



## IDENTIFYING DATA

### Sociology: Sociology of Communication

Subject	Sociology: Sociology of Communication			
Code	P04G071V01102			
Study programme	Grado 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				
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.			

## Skills

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			
1 - Identify the historical references that give social and cultural relevance to audiovisual communication.	A3	B2	C2	D3
2 - Recognize the theoretical approaches of the sociology of communication.		B4	C15	
3 - Analyze audiovisual activity in the context of local, national and international competition.		B5		
4 - Critically evaluate the new audiovisual landscape, network relationships, and identities.				
5 - Interpret the political-social reality of the world in the era of global communication.				
6 - Properly present the results of academic work, work in a team and communicate their own ideas.				
7 - Taking risks, applying solutions and personal points of view in the development of projects.				

## Contents

Topic	
1. The role of communication and the emergence of modern society.	. Historical juncture of the birth of modernity and the sociological perspective. . The media and the development of modern societies.

2. Actors and communication processes: social change, culture and power.	. Theoretical paradigms of the interpretation of social change, culture and power. . Globalization and its faces. . Agents, interactions and power networks in the sphere of the media.
3. Evolution, order, conflict, and mass communication in the sociological explanations of modernity.	. Theories and research in communication. . Digitization and the revolution in the institutionally mediated communication system.
4. Synergies between globalization processes and communication technologies.	. Media paradigms, studies and characteristics of public opinion. . Media communication, the public sphere, and culture.
5. Innovation, active audiences and identities in contemporary society and culture.	. The digital age, media references, culture, and the construction of identities. . The culture of innovation in the new informational economy.

## 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
-------	---	----	----	----------------	-----------	----

### 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 4 points. In this way, the qualification of the official call exam, to that it's necessary to attend, it would be weighted per 0.6 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

- Ariño, Antonio, **Sociología de la cultura: la constitución simbólica de la sociedad**, 1ª ed., Ariel, 1995
- Busquet, J.; Medina, A., **Invitación a la sociología de la comunicación**, 1ª ed., Editorial UOC, 2014
- Bourdieu, P., **La opinión pública no existe**, 1972
- Callejo, M.J., **Investigación de audiencias: lost in transition**, <http://dx.doi.org/10.5209/ciyc.64636>, CIC. Cuadernos de Información y Comunicación, 2019
- 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

- Appadurai, Arjun, **El futuro como hecho cultural. Ensayos sobre la condición global**, 1ª ed., Fondo de Cultura Económica, 2015
- Bayoít, G., **El cambio social. Análisis sociológico del cambio social y cultural en las sociedades contemporáneas**, 1ª ed., Siglo XXI, 2008
- Callejo, J., **Audiencias multimedia: múltiples problemas, múltiples intereses. En M. Martínez (coor.), Para investigar la comunicación: propuestas teórico-metodológicas**, pp. 53-82., 1ª ed., Técno, 2008
- 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

=== SCHEDULED EXCEPTIONAL MEASURES ==

Due to the uncertain and unpredictable evolution of the sanitary alert caused by the COVID- 19, the University will trigger extraordinary measures when the authorities and the institution determine so. These measures attend security, health, and responsibility criteria and guarantee the teaching in a non entirely on-site environment. These already scheduled measures ensure, at the prescriptive moment, a more flexible and effective educational development when being known beforehand by students and readers through the teaching normalized and institutionalized tool DOCNET.

=== METHODOLOGY ADAPTATION ===

No modifications in the teaching methodology are expected, except the online provision of the theoretical contents.

Electronic mail and remote campus will provide students' online attention mechanisms (tutoring) during the scheduled time.

=== EVALUATION ADAPTATION ===

No modifications are scheduled in the evaluation methods, apart from the possibility that any of the evaluation tasks may be required to be off-site.

---