



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 6	Choose Basic education	Year 1st	Quadmester 1st
Teaching language	Spanish			
Department				
Coordinator	Doval Avendaño, María Montserrat			
Lecturers	Caballero Wangüemert, Félix María Doval Avendaño, María Montserrat Feijoo Fernández, Beatriz			
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General description The theory of the communication 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.

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

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.		
B1	(*)Competencias interpretativa e operativa da comunicación como realidade e como campo de estudo desde o punto de vista humanístico e técnico: coñecemento teórico da comunicación.		
B2	(*)Competencia interpretativa da comunicación: capacidade de analizar os elementos da comunicación e xerar os coñecementos nesta disciplina.		
B3	(*)Competencia interpretativa do entorno: capacidade para interpretar, analizar e interpretar o entorno económico, político, socio-cultural, tecnolóxico e comunicativo		
C2			
D1			
D2	(*)Competencias creativas: capacidade para a creatividade, a innovación e a adaptación ao cambio		
D3			

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	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.	A3	B3	C2	
4. Describe and diagnose the fundamental questions of the communication in the contemporary society	A3	B3	C2	D1
5. *Reflexionar On the processes and phenomena generated by the media	A3	B2 B3	C2	D1
6. Analyse and interpret the economic surroundings, politician, partner-cultural, technological and communicative.		B2 B3	C2	D1 D3
7. Analyse the elements of the communication and generate the knowledges in this discipline.	A3	B1 B2	C2	D1
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.				D1 D2 D3
9. Interpret the contents of the primary and secondary sources giving the own opinion.				D1 D2 D3
10. Adaptation to the aims and values *organizacionales and of work in team. Express in public.				D2 D3

Contents

Topic	
I. Think in the Communication	1. Theory of the Communication and Theory of the Information 2. *Disciplinarietà And interdisciplinarity
II. Methodologies of Investigation in Communication	1. Investigation and social reality 2. The investigation of means 3. Phases of the process 4. Use of statistical sources and databases of contents of means 5. Technicians of investigation applied to the communication
III. Define the Communication	1. Implicit and explicit communication 2. Essential characteristics of the communication 3. The symbols in the communication
IV. Elements of the Communication	1. Systems and models 2. Basic models for the study of the Communication 3. Comparison of models and common elements 4. The communicative ecosystem
V. The communicative actions	1. Perception 2. Interpretation and expression
I SAW. Perspectives of the Communication	1. Perspective *funcionalista 2. Critical perspective 3. Interpretative perspective
VII. History of the communication I	1. The School of Chicago 2. *Mass *Communication *Research 3. Walter *Lippmann
VIII. History of the communication II	1. *Two-*step *flow 2. Diffusion of innovations 3. Diary-*setting 4. *Espiral Of the silence
IX. History of the communication III	1. The communication mediated 2. The new communicative context

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	20	60	80
Seminars	10	10	20
Case studies / analysis of situations	15	30	45
Long answer tests and development	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
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, polls and surveys are part of the work that an expert in advertising and public relations will have to do.

Personalized attention

Methodologies	Description
Master Session	The *alumnado can direct whenever it wish it with his doubts and questions to the educational in the hours of *tutoría. In the same hours, can direct to the educational for the direction and advice on the practical works and the seminars.
Seminars	The *alumnado can direct whenever it wish it with his doubts and questions to the educational in the hours of *tutoría. In the same hours, can direct to the educational for the direction and advice on the practical works and the seminars.
Case studies / analysis of situations	The *alumnado can direct whenever it wish it with his doubts and questions to the educational in the hours of *tutoría. In the same hours, can direct to the educational for the direction and advice on the practical works and the seminars.

Assessment

	Description	Qualification	Training and Learning Results		
Seminars	Continuous evaluation of the interventions, contributions and documentation contributed in the seminars.	10	A3	D1 D2 D3	
Case studies / analysis of situations	The study of the case of investigation during the practical sessions will evaluate with the following criteria: - Assistance - Participation - Execution of the tasks of investigation in the terms indicated - *Adecuación between the methodologies proposed and his use. - Conclusions of the works of investigation	20	A3	C2 D1 D2 D3	
Long answer tests and development	Proofs that include open questions on a subject. The *alumnado has to develop, relate, organise and present the knowledges that has on the matter.	70	A3	B1 B2 B3	C2

Other comments on the Evaluation

Is necessary to approve so much the theoretical part like the practice of the *asignatura. The evaluation of the study of case with the methodologies explained in class will realise *primordialmente on the content in him writing. It will value the correction in the editorial and presentation of the final memory. The assistance to the practical sessions is compulsory. 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 based. The assistance to the seminars is compulsory. In the second announcement will examine the part *suspensa (theory and/or practical).

Sources of information

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,

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

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

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

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

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

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

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

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

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

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

Recommendations

Subjects that continue the syllabus

Communication: History and Theory of Communication/P04G190V01204

Advertising theory and practice/P04G190V01105

Subjects that are recommended to be taken simultaneously

Communication: Written Communication/P04G190V01201
