

TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Sociology of Communication
Subject code	E000004231
Main program	Bachelor's Degree in Journalism
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Básico
Department	Centro de Enseñanza Superior Alberta Giménez (CESAG)
Coordinator	Dr. Ricard Mamblona Agüera
Schedule	To be determined
Office hours	Thursday 12 - 14 h
Course overview	Sociology of Communication is a subject within the module of Social and Legal Sciences, providing students with a comprehensive understanding of where degree studies in Audiovisual Communication, Journalism, or Advertising fit in, as well as insights into the closest realities, research methods, and studies related to the social phenomena in which they engage.

Teacher Information	
Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
Audiovisual communicators, journalists, and advertisers play a fundamental role in our society as they are responsible for informing, entertaining, and persuading through different media channels. However, to fully understand the context in which they operate and the influence they exert, it is necessary to acquire a solid understanding of Sociology of Communication. Sociology of Communication provides a theoretical and analytical framework that allows us to comprehend the relationship between communication and the society in which it takes place. This subject offers a profound understanding of the social, cultural, and economic processes that influence the production, distribution, and reception of media messages. By exploring topics such as the construction of media reality, the effects of media on public opinion, and the influence of social structures on content production, students will gain a critical and reflective perspective on the role of communication professionals in contemporary society. This critical perspective will enable them to address the challenges and ethical dilemmas that arise in the practice of these professions, and

provide them with the foundations to develop effective and ethical communication strategies in diverse professional contexts.

Moreover, Sociology of Communication fosters analytical skills, empathy, and an understanding of cultural diversity, all of which are essential elements in an increasingly globalized and multicultural media environment. Students will be able to comprehend social dynamics and processes of change that influence communication, allowing them to adapt and respond efficiently to the demands and needs of today's audiences.

Prerequisites

Basic knowledge of sociology, philosophy, and digital culture is required for this subject. A basic understanding of philosophy is necessary because Sociology of Communication is based on philosophical views of life, communication, and human potential. It is also important to have proficiency in and comprehension of English, as the majority of the studies in this subject are available in this language.

Competencies - Objectives

Competences

GENERALES

CG01	Expresarse con fluidez y eficacia comunicativa en las lenguas oficiales de la Comunidad Autónoma de forma oral y escrita y saber sacar partido de los recursos lingüísticos y literarios más apropiados para cada medio de comunicación y cada tipo de público de acuerdo con un nivel equivalente a C1 correspondiente al Marco Común Europeo de Referencia para las Lenguas, en relación a las lenguas oficiales de la Comunidad Autónoma para el ámbito específico de los estudios de comunicación.
CG02	Expresarse de forma básica, oral y escrita, en una lengua extranjera de acuerdo con un nivel equivalente a B2 correspondiente al Marco Común Europeo de Referencia para las Lenguas, en relación una lengua extranjera para el ámbito específico de los estudios de comunicación .
CG08	Conocer, comprender y analizar críticamente la relación entre la prensa, los productos audiovisuales y los diversos factores socioculturales que intervienen en la recepción y consumo.
CG12	Reflexionar críticamente sobre la influencia que tienen los medios de comunicación en la sociedad, desarrollando sus funciones de formar, informar y entretener.
CG13	Conocer la realidad social, cultural, política y de los medios de comunicación y sus interrelaciones en el contexto español, europeo e internacional.
CG14	Conocer la ética y la deontología del profesional de la comunicación así como su ordenamiento jurídico, tanto en lo referente a la práctica profesional como a los límites de la libertad de expresión.
CT10	Conocer y respetar la diversidad y la multiculturalidad

TRANSVERSALES

CT01	Ser capaz de comprender y producir una amplia variedad de textos así como expresarse de forma oral y escrita con fluidez y corrección en las lenguas oficiales y, al menos, en una lengua extranjera
CT04	Observar, analizar y procesar informaciones relevantes para emitir juicios fundamentados científicamente.

CT05	Identificar problemas y posibles soluciones y tomar decisiones para una solución eficaz.
CT11	Saber aplicar los principios del humanismo cristiano promoviendo la integración y participación de todas las personas de acuerdo con los principios de la justicia social.
CT12	Ser capaz de trabajar de manera autónoma adaptando las estrategias de aprendizaje a cada situación
ESPECÍFICAS	
CE01	Crear contenidos de forma idónea utilizando los diferentes lenguajes, géneros, formatos y especializaciones propias del Periodismo, así como los diversos soportes, tanto analógicos como digitales
CE04	Ejercer como profesionales en una agencia de comunicación, en la relación con el cliente y como responsable del área de comunicación de un organismo o empresa.

Learning outcomes	
RA1	Aplicar claves interpretativas para cualquier fenómeno comunicativo desde el punto de vista social, histórico, político y económico
RA2	Conocer el estado de la realidad sociocomunicativa tanto a nivel local como global.
RA3	Identificar problemas y posibles soluciones y tomar decisiones para una solución eficaz.
RA4	Observar, analizar y procesar informaciones relevantes para emitir juicios fundamentados científicamente
RA1	Aplicar claves interpretativas para cualquier fenómeno comunicativo desde el punto de vista social, histórico, político y económico
RA2	Conocer el estado de la realidad sociocomunicativa tanto a nivel local como global.
RA3	Identificar problemas y posibles soluciones y tomar decisiones para una solución eficaz.
RA4	Observar, analizar y procesar informaciones relevantes para emitir juicios fundamentados científicamente

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks
1. Foundations of Sociology The concept and object of study of sociology. Basic sociological terminology. The origins and main perspectives of sociology: Auguste Comte and the law of the three stages.

Karl Marx and social classes.

Émile Durkheim and the social division of labour.

Max Weber and the process of rationalisation.

The sociological perspective and the work of the sociologist.

The aims and challenges of sociology in contemporary society.

2. Origins and Development of the Sociology of Communication

The concept and object of study of the sociology of communication.

Mass communication, media and society.

Main traditions in the study of communication:

Mass Communication Research: media effects, persuasion and the formation of public opinion.

The Frankfurt School: the culture industry, media and mass society.

Structuralism, semiology and the social construction of meaning: Roland Barthes.

From theories of media effects to the study of reception and audiences.

The social and cultural influence of the media.

3. Sociological Research Applied to Communication

The social research process: defining the problem, setting objectives, formulating hypotheses, conducting fieldwork and drawing conclusions.

Qualitative and quantitative research.

Sample selection and methodological triangulation.

Interviews: types, preparation, implementation, ethical considerations and coding.

Focus groups: planning, techniques and group dynamics.

Surveys: design, applications, advantages and limitations.

Content analysis.

Interpretation, presentation and communication of results.

4. Communication, Culture and Contemporary Society

The media construction and representation of reality.

The central role of images in contemporary culture.

Digital platforms, algorithms and the attention economy.

Influencers, identities and forms of social visibility.

Immediacy, acceleration, mobility and globalisation.

Technology, consumption and the transformation of social relationships.

The representation of diversity, inequality and stigma in the media.

Debates and Analysis of Contemporary Social Phenomena

Throughout the course, students will take part in debates, case analyses and applied activities addressing social and communication-related issues such as:

Influencers, public exposure and the attention economy.

Tattoos, the body, identity and social normalisation.

Street drinking, youth leisure and the use of public space.

Subtle forms of sexism and gender representations.

The circular economy, consumption and social responsibility.

Gender identity, sexual diversity and media representation.

Aesthetics, the body and beauty standards in the twenty-first century.

Media representations of death, grief and suicide.

Mental health, illness and social stigmatisation.

Unwanted loneliness, social bonds and communities of care.

Artificial intelligence, creativity and the transformation of work.

General methodological aspects of the subject

In-class Methodology: Activities

- Theoretical classes
- Seminars, and group tutorials.

Non-Presential Methodology: Activities

- Group work development
- Individual work elaboration
- Theory study.

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Clases teóricas y clases prácticas	Seminarios, talleres y exposición de trabajos
45.00	15.00
NON-PRESENTIAL HOURS	
Estudio de teoría, preparación de trabajos, preparación de actividad de evaluación	
90.00	
ECTS CREDITS: 6,0 (150,00 hours)	

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
Exam	Minimum grade to average with practical assignments: 4.5 In the case of failing the exam with a grade below 4.5, the subject will be automatically failed, and the student will have to retake the exam during extraordinary examination periods.	40

Research Team Project	The evaluation will be divided equally among: • The process (seminars, group tutorials, attendance, participation, initiative, etc.) • The outcome of the work (written dossier) • Presentation of the results (oral presentation) A minimum attendance, participation, and individual initiative are required to average with the final evaluation of the group work.	40
Individual Assignment	Individual online tasks. Minimum of two tasks (10% of the grade each)	20

Ratings

Assessment System

Final theoretical examination: 45%. Students must obtain a minimum mark of **4.5 out of 10** in order for the final grade to be calculated.

Group sociological research project: 30%.

Individual assignments: 25%.

In order for the final grade to be calculated, students must complete and submit all three assessment components. A minimum attendance rate of **80% of face-to-face sessions** is required in order to be assessed under this system.

Resit Process

The assessment process is recoverable. Students who do not pass the course in the ordinary examination period must retake or resubmit any failed or missing assessment components.

The theoretical examination will be recovered by taking a new exam. The sociological research project may be recovered through revision and resubmission or, when it is not possible to reproduce the conditions of the group project, through an equivalent individual assignment. Any individual assignments that have not been passed or submitted must be resubmitted, incorporating the corrections indicated by the lecturer.

The same percentages and requirements established for the ordinary assessment will apply to the resit process:

Final theoretical examination: 45%.

Sociological research project: 30%.

Individual assignments: 25%.

In order to pass the course, students must complete all three assessment components and obtain a minimum mark of **4.5 out of 10** in the theoretical examination.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

- Bauman, Z. *Modernidad líquida*. Fondo de Cultura Económica. Buenos Aires, 2005.
- Barthes, R. *Mitologías*. Siglo XXI Editores. Madrid, 2010.
- Barthes, R. *La Cámara lúcida*. Paidós Ibérica. Madrid, 2020.
- Berganza, M^a R.; Ruiz San Román, J.A. (Eds.). *Investigar en Comunicación. Guía práctica de métodos y técnicas de investigación social en Comunicación*. McGraw Hill. Madrid, 2005.
- Busquet, J.; Medina, A. *Invitación a la Sociología de la comunicación*. Editorial UOC. Barcelona, 2014
- Castells, M. *Comunicación y Poder*. Alianza. Madrid, 2009.
- Durkheim, É. *La división del trabajo social*. Akal Ediciones. Madrid, 2005.
- Espinar, E.; Frau, C.; González, M.J.; Martínez, R. *Introducción a la sociología de la comunicación (Textos docentes)*. Publicaciones de la Universidad de Alicante. Alicante, 2006.
- Fàbregues, S.; Meneses, J.; Rodríguez-Gómez, D.; Paré, M-H. *Técnicas de investigación social y educativa*. Editorial UOC, Barcelona, 2016.
- Igartua, J.L. Y Humanes, M.L. *Teoría e investigación en Comunicación Social*. Editorial Síntesis. Madrid, 2004.
- Marx, K. *El capital*. Siglo XXI Editores. Madrid, 2010.

Complementary Bibliography

Supplementary Bibliography

- Bauman, Z. (2000). *Liquid Modernity*. Cambridge: Polity Press.
- Bourdieu, P. (1984). *Distinction: A Social Critique of the Judgement of Taste*. Cambridge, MA: Harvard University Press.
- Callejo, J. (2001). *Investigar las audiencias: un análisis cualitativo*. Barcelona: Paidós.
- Couldry, N., and Mejias, U. A. (2019). *The Costs of Connection: How Data Is Colonizing Human Life and Appropriating It for Capitalism*. Stanford, CA: Stanford University Press.
- Debord, G. (1994). *The Society of the Spectacle*. New York: Zone Books.
- DeFleur, M. L., and Ball-Rokeach, S. J. (1989). *Theories of Mass Communication*. New York: Longman.
- Durkheim, É. (1997). *The Division of Labor in Society*. New York: Free Press.
- Fiske, J. (1990). *Introduction to Communication Studies*. London: Routledge.
- Goffman, E. (1963). *Stigma: Notes on the Management of Spoiled Identity*. New York: Simon & Schuster.

Goffman, E. (1959). *The Presentation of Self in Everyday Life*. New York: Anchor Books.

Hall, S. (2010). *Sin garantías. Trayectorias y problemáticas en estudios culturales*. Lima: Instituto de Estudios Peruanos.

Marx, K. (1990). *Capital: A Critique of Political Economy. Volume I*. London: Penguin Classics.

McQuail, D. (2010). *McQuail's Mass Communication Theory*. London: SAGE.

Moragas, M. de. (1993). *Teorías de la comunicación*. Barcelona: Gustavo Gili.

Muñoz, B. (2005). *Cultura y comunicación. Introducción a las teorías contemporáneas*. Madrid: Fundamentos.

Noelle-Neumann, E. (1993). *The Spiral of Silence: Public Opinion—Our Social Skin*. Chicago: University of Chicago Press.

Sontag, S. (2003). *Regarding the Pain of Others*. New York: Farrar, Straus and Giroux.

Van Dijck, J., Poell, T., and De Waal, M. (2018). *The Platform Society: Public Values in a Connective World*. Oxford: Oxford University Press.
([OUP Academic](#))

Wolf, M. (1991). *La investigación de la comunicación de masas. Crítica y perspectivas*. Barcelona: Paidós.

Zuboff, S. (2019). *The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power*. New York: PublicAffairs.

Other Resources

Compulsory use of the virtual learning environment.

Supplementary Filmography

Vertov, D. (Director). (1929). *Man with a Movie Camera (Chelovek s kino-apparatom)*.

Kurosawa, A. (Director). (1950). *Rashomon*.

Philibert, N. (Director). (2002). *To Be and to Have (Être et avoir)*.

Gansel, D. (Director). (2008). *The Wave (Die Welle)*.

Gandini, E. (Director). (2009). *Videocracy*.

Fincher, D. (Director). (2010). *The Social Network*.

Brooker, C. (Creator). (2011–). *Black Mirror*. Recommended episodes: "Fifteen Million Merits", "Nosedive", "Hated in the Nation", "The Waldo Moment" and "Joan Is Awful".

Block, H., and Riesewieck, M. (Directors). (2018). *The Cleaners*.

Amer, K., and Noujaim, J. (Directors). (2019). *The Great Hack*.

Nanau, A. (Director). (2019). *Collective (Colectiv)*.

Orlowski, J. (Director). (2020). *The Social Dilemma*.

Kantayya, S. (Director). (2020). *Coded Bias*.

Sen, S. (Director). (2022). *All That Breathes*.

Adra, B., Ballal, H., Abraham, Y., and Szor, R. (Directors). (2024). *No Other Land*.

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<https://servicios.upcomillas.es/sedeelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792>