

TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Sociology of Communication
Subject code	E000004231
Main program	Bachelor's Degree in Advertising and Public Relations
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
<p>Contribution to the professional profile of the degree</p> <p>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.</p> <p>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.</p> <p>This critical perspective will enable them to address the challenges and ethical dilemmas that arise in the practice of these professions, and</p>

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

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

1. Basic Concepts of Sociology

What is sociology? Basic terminology in sociology.

Origins of sociology: Different perspectives.

Auguste Comte and the law of three stages.

Karl Marx and social classes.

Émile Durkheim and the social division of labor.

Max Weber and the process of rationalization.

The profile of a sociologist.

Objectives and challenges of sociology.

2. Origin and Development of Sociology of Communication

What is sociology of communication?

What is mass communication?

Key research on mass communication:

Mass Communication Research: Lasswell, Lazarsfeld, Lewin, Hovland.

The Frankfurt School: Horkheimer, Adorno, Marcuse, Habermas.

Structuralism and interpretive perspective: Barthes, Eco.

3. Sociological Research in Communication

The process of social research: hypotheses, market studies, fieldwork, and reports.

Qualitative and quantitative methods: samples, method triangulation.

Interviews: types of interviews, ethics, and coding.

Focus groups: techniques and dynamics.

Surveys: advantages and limitations.

Content analysis and its dissemination.

4. The Postmodern Society and the Importance of Image

The digital era and its multiple representations of reality.

The era of simulation and hyperreality (Baudrillard, Bourdieu).

Mobile society: immediacy, acceleration, mobility, globality.

Technological fetishism.

Social networks and social movements.

5. Possible Classroom/Online Debates

Social networks.

Influencers.

Tattoos.

Drinking in public (botellón).

Microaggressions.

Circular economy.

Gender and sexual identity.

21st-century aesthetics.

Fake news (hoaxes and rumors).

Death/suicide.

Social diseases.

Social stigmas.

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

NON-PRESENTIAL HOURS

ECTS CREDITS: 6,0 (0 hours)

EVALUATION AND CRITERIA

Ratings

Examen teórico final (30%) - Nota mínima 4.

Trabajo en grupo (50%)

Trabajo individual (20%)

Es imprescindible cumplir con las tres partes de la evaluación para hacer media de la nota final. La asignatura requiere un mínimo del 80 por ciento de asistencia a clase para aprobar.

Examen teórico

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.

Trabajo en grupo

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.

Trabajo individual

Individual online tasks. Minimum of two tasks (10% of the grade each).

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

- Beck, A., Bennett, P. & Wall, P. Communication Studies: The Essential Resource. Routledge. Londres, 2004.
- Busquet, J.; Calsina, M.; Medina, A. 150 conceptos clave de Sociología. Editorial UOC. Barcelona, 2015.
- De Fleur, M.L. Y Ball-Rokeach, S.J. Teorías de la comunicación de masas. Paidós Comunicación Barcelona, 1993.
- Fiske, J. Introduction to Communication Studies. Routledge. Londres, 1990.
- Martín Serrano, M. Teoría de la Comunicación. Universidad Internacional Menéndez Pelayo. Madrid, 1981.
- Mc Quail, D. Mc Quail's Reader in Mass Communication Theory. Sage. Londres, 2004.
- Mc Quail, D. Introducción a la Teoría de la Comunicación de Masas. Paidós Comunicación. Barcelona, 1999.
- Moragas, M. Teorías de la Comunicación. GG editorial. Barcelona, 1993.
- Muñoz, B. Cultura y Comunicación. Introducción a las teorías contemporáneas. Editorial Fundamentos. Madrid, 2005.

Noelle Neumann, E. La espiral de Silencio. Paidós Comunicación. Barcelona 1995 Vallbuena de la Fuente, F. Teoría general de la Información. Editorial Noesis. Madrid, 1997.

Other resources:

- Virtual classroom (moodle), mandatory for use.

Basic filmography

Bronenosets Potemkin - Battleship Potemkim - El acorazado Potemkim - Dir. [Sergei M. Eisenstein](#) (1925)

Chelovek s kino-apparatom - The Man With a Movie Camera - El hombre de la cámara - Dir. Dziga Vertov (1929)

Rashômon - Rashomon, el bosque ensangrentado - Rashomon - Dir. Akira Kurosawa (1950)

Être et Avoir - To Be and to Have - Ser y tener - Dir. Nicloas Philibert (2002)

Direktøren for det hele - El jefe de todo esto - The Boss of It All - Dir. Lars von Trier (2006)

Die Welle - La ola - The Wave - Dir. Dennis Gansel (2008)

Videocracy - Dir. Eric Gandini (2009)

The Social Network - La red social - Dir. David Fincher (2010)

Balck Mirror (TV Serie) - Creador: [Charlie Brooker](#) (2011 -)

Jobs - Dir. Joshua Michael Stern (2013)

Salvados - Compartiendo odio en las redes sociales (2017)

Merlí (TV Serie) - Creador: Héctor Lozano (2015-2018)

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