

## TECHNICAL SHEET OF THE SUBJECT

| Data of the subject |                                                                                                                                                                                                                                                                                                                                                                            |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Subject name        | Sociology of Communication                                                                                                                                                                                                                                                                                                                                                 |
| Subject code        | E000004231                                                                                                                                                                                                                                                                                                                                                                 |
| Main program        | <a href="#">Bachelor's Degree in Audiovisual Communication</a>                                                                                                                                                                                                                                                                                                             |
| 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             |                                                      |
| Name                | Ricardo Mamblona Agüera                              |
| Department          | Centro de Enseñanza Superior Alberta Giménez (CESAG) |
| Office              | Office #15                                           |
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## SPECIFIC DATA OF THE SUBJECT

| Contextualization of the subject                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Contribution to the professional profile of the degree                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <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

#### GENERALES

|             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>CG01</b> | 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. |
| <b>CG08</b> | 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                                                                                                                                                                                                                                                                                                                 |
| <b>CG13</b> | Conocer la realidad social, cultural, política y de los medios de comunicación y sus interrelaciones en el contexto español, europeo e internacional                                                                                                                                                                                                                                                                                                                                                   |

#### TRANSVERSALES

|             |                                                                                                                                                                           |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>CT04</b> | Observar, analizar y procesar informaciones relevantes para emitir juicios fundamentados científicamente                                                                  |
| <b>CT05</b> | Identificar problemas y posibles soluciones y tomar decisiones para una solución eficaz                                                                                   |
| <b>CT10</b> | Conocer y respetar la diversidad y la multiculturalidad                                                                                                                   |
| <b>CT11</b> | 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 |
| <b>CT12</b> | Ser capaz de trabajar de manera autónoma adaptando las estrategias de aprendizaje a cada situación                                                                        |

#### ESPECÍFICAS

|             |                                                                                                                                                                                                                                                        |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>CE04</b> | Analizar relatos audiovisuales, atendiendo a los parámetros básicos del análisis de obras audiovisuales, considerando los mensajes icónicos como textos y productos de las condiciones sociopolíticas y culturales de una época histórica determinada. |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|             |                                                                                                                                                                               |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>CE06</b> | Conocer las estructuras, contenidos y estilos de las industrias audiovisuales así como las distintas variables influyentes en su configuración y procesos                     |
| <b>CE09</b> | Ser capaz de definir temas de investigación o creación personal innovadora que puedan contribuir al conocimiento o desarrollo de lenguajes audiovisuales o su interpretación. |

## Learning outcomes

|             |                                                                                                                                              |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| <b>RA05</b> | Referenciar la praxis de los medios de comunicación con las teorías que los sustentan                                                        |
| <b>RA06</b> | Identificar y localizar el marco teórico en el que se sustenta la evolución de la comunicación social contemporánea.                         |
| <b>RA08</b> | Aplicar valores a la comprensión del mundo contemporáneo y a la práctica de las actividades de comunicación                                  |
| <b>RA09</b> | Analizar críticamente el papel de los medios de comunicación, los productos audiovisuales, y sus protagonistas, en la cultura contemporánea. |
| <b>RA10</b> | Encajar el presente en un proceso histórico de los medios y sus agentes.                                                                     |

## 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.

## TEACHING METHODOLOGY

### General methodological aspects of the subject

#### In-class Methodology: Activities

- Theoretical classes
- Seminars, and group tutorials.

CG08, CG13, CT04, CT05,  
CT10, CT12, CE09

#### Non-Presential Methodology: Activities

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

CG08, CG13, CT04, CT05,  
CT10, CT12, CE09

## SUMMARY STUDENT WORKING HOURS

| CLASSROOM HOURS                                                                    |                                               |
|------------------------------------------------------------------------------------|-----------------------------------------------|
| Clases teóricas y clases prácticas                                                 | Seminarios, talleres y exposición de trabajos |
| 60.00                                                                              | 15.00                                         |
| NON-PRESENTIAL HOURS                                                               |                                               |
| Estudio de teoría, preparación de trabajos, preparación de actividad de evaluación |                                               |
| 90.00                                                                              |                                               |
| ECTS CREDITS: 6,0 (165,00 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 |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| Final Exam                                   | <p>Minimum grade to average with the group work: 4.5</p> <p>It is essential to fulfill all three parts of the evaluation in order to average the final grade. The subject requires a minimum of 80 percent attendance in order to pass.</p>                                                                                                   | 40     |
| Group work. Minimum 80% attendance required. | <p>The evaluation will consider the process of creating the project, the dossier containing the results of the sociological research work, and the oral presentation of the project's development and conclusions. Similarly, individual aspects such as attendance, participation, initiative, and teamwork will be assessed and valued.</p> | 40     |
| Individual online tasks.                     | <p>During the semester, at least two individual tasks will be sent to the students through the virtual campus of the subject. The content of these tasks will align with the topics covered by the lecturers and the activities conducted in the institution.</p>                                                                             | 20     |

## Ratings

Final Written Exam (40%) – Minimum passing grade: 4.5

Team Research Project (40%)

Individual Assignment (20%)

Students must complete and pass all three assessment components in order for the final grade to be calculated. A minimum of 80% class attendance is required to pass the course.

## WORK PLAN AND SCHEDULE

| Activities                   | Date of realization         | Delivery date       |
|------------------------------|-----------------------------|---------------------|
| Online individual assignment | Third week                  | Third week          |
| Online individual assignment | Sixth week                  | Sixth week          |
| Group research project       | Third - Second-to-last week | Second-to-last week |
| Exam                         | Official exam date          | Official exam date  |

## 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<sup>a</sup> 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 Potemkin - El acorazado Potemkin - 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)

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