General Information

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<th>Course name</th>
<th>ECTS Credits</th>
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<td>Theories of Communication</td>
<td>6</td>
<td>Spring</td>
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Aims

This course introduces students to the Communication problems and questions as a Social Science object, to amplify their critical thinking about Media, Society and Culture.

By the end of this course, students should be able to:

1. Apply the communication theory in order to: analyze their own social environments public opinion and mass culture phenomena; understand and explain the reality in where they live; value the theoretical approach on communication.
2. Elementally determine mass communication methods and research techniques, practice them, and derive their social implications.
3. Differentiate and relate multiple perspectives on mass communication theory, from the traditional approaches to the ones emerged in the network society.
4. Estimate the market as a core player in the development and expansion of mass communication and culture.
5. Achieve a critical analysis of the social, political and cultural implications of the communication modalities emerged in the information society.

Contents

1. Introduction
2. The media get into us
3. What we do about the Media
4. We are the media

Evaluation

CLASS METHODOLOGY:

- Theoretical lectures by the instructor to introduce students to the subject.
- Theoretical discussions in plenary, during the lectures and online (on the Blog of the subject and on Facebook) to share points of view, stimulate critical conversations and promote new questions.
- Practical assignments (individual work and teamwork) on theoretical models application and case studies to understand and expand the perspectives on communication.
- Students' critical written annotated bibliography and critical reading of other students' written production to develop their own approach to the subject.

ASSIGNMENTS:

- Critical essays.
- Research project.
- Annotated bibliography every class.
- Online critical blog posts.
- Online discussions and in class.

GRADING:

- Annotated bibliography, online critical blog posts and online discussions and in class 30%
- Practical assignments 40%
- Final exam 30%

Bibliography

The mandatory texts are in bullets at the beginning of each unit. It is also mentioned the textbook and a selection of its chapters which are obligatory.

Textbook

1. INTRODUCTION


2. THE MEDIA GET INTO US


3. WHAT WE DO ABOUT THE MEDIA


4. WE ARE THE MEDIA


Scolari, C. A. (2012) 'Media ecology: Exploring the metaphor to expand the theory'. *Communication Theory* 22(2), 204-225

SOFTWARE / INTERFACES

http://22slides.com/
http://creately.com/
http://developer.foursquare.com/
http://gephi.org/
http://gmailmeter.com/
http://immersion.media.mit.edu/
http://infogr.am/
http://intelify.net/
http://klout.com/home
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http://piktochart.com/
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http://prezi.com/
http://scraperwiki.com/
http://semanticweb.com/
http://socialmention.com/
http://tabula.nerdpower.org/
WEBSITES
http://cba.mit.edu/
http://census.okfn.org/
http://data.worldbank.org/
http://idl.cs.washington.edu/
http://lab.softwarestudies.com/
http://phototrails.net/
http://thesocietypages.org/graphicsociology/
http://www.cmu.edu/joss/
http://www.data.gov/
http://www.insna.org/
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