Overview and context

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. The approach is theoretical, and closely linked to other theoretical subjects such as Current Tendencies in Communication and Audiovisual Narrative.

Aims

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

1. To analyse the relationships between the Media System and the Public Opinion, relating to some key issues, as well as to evaluate from a critical point of view the main findings and theories about Communication.

2. To analyse the relationships between the Media System and the Mass Culture, relating to some key issues, as well as to evaluate from a critical point of view the main findings and theories about Communication.

3. To test, at a basic level, some research methods and technics applied to mass communication

Contents

1 Theoretical thoughts about communication
2 Information and society
3 Communication and Culture
4 Public Opinion

Evaluation and grading

This is a 6 credits' course, which means an estimate workload of 150 hours: 60 of them are face-to-face sessiones with the teacher, and the
other 90 are for autonomous work. This workload is organised as follows:

Classroom activities (60 hours):
- Lectures
- Group work: small groups working about readings, problem solving, etc.
- Plenary: discussion within the main group

Autonomous work (90 hours)
- Reading and working with other sources: articles, material for exercises, etc.
- Diary: organising collected information, making exercises, etc.
- Other activities

The student will be marked through continuous evaluation, and final grading will be based on that. That end they will have to complete the practical exercises and presentations during the course. 50% of the final mark will be based on exercises, and other 50% on presentations.

If the student, according to the regulations of the UPV/EHU, chooses not to be marked by continuous evaluation, she or he will be able to complete a final assessment. This assessment will have two parts. The first one based on questions to be explained, and it will be the 60% of the mark; the rest will be based on exercises and presentations during the course (20% each modality) and presented at the same time of the first part.

If the student chooses to be evaluated through the last option, she or he will have to let it know to the teacher one month in advance from the date for the final assessment.

In the case of extraordinary calls, final assessment will be used for evaluation.

Bibliography and other materials:


List of communication theories:
http://www.utwente.nl/cw/theorieenoverzicht/

Compulsory reading materials will be available on egela.ehu.es along with any other useful material.