

COURSE GUIDE

2024/25

Faculty323 - Faculty of Social and Communication Sciences

Cycle.

DegreeGPERIO31 - Bachelor's Degree in Journalism

YearSecond year

COURSE

27101 - General History of Social Communication

Credits, ECTS:6

COURSE DESCRIPTION

General History of Social Communication is an obligatory subject in the second year in the Journalism Degree. The aim of the subject is to give an inside into the different historical contexts and mainstream communication forms in each historical period using an interdisciplinary approach. In addition to using critical thinking to help comprehend the close relationship between the communication process and the historical context in which it is produced. The program is designed as an introduction into the area of reflection on the circular relationship between the messages released through the most popular communication formats –press, radio, posters, cinema, web platforms– and the society in each historical period. On the one hand, we will work on the way society and communication affects –and constructs– each other; on the other hand, we will discuss (historically) the malleability of the message when it is received.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

GENERAL SKILLS

- G001 - To express oneself with fluency and communicative efficiency both orally and in writing, knowing how to take advantage of the linguistic resources that are most appropriate to different media.
- G002 - To search, select, prioritize and analyze different sources, adapting their contents to different narrative forms and strategies.
- G006 - To apply the main genre and journalistic formats to informative work through the language of each of the media.
- G007 - To analyze, interpret and explain the facts and social processes present in media using the knowledge and methodologies of the social sciences (Sociology, Economics, Law, Contemporary History).
- G008 - To acquire knowledge and understand the meaning and relevance of theories, concepts and methodologies in the interdisciplinary context of communication.

TRANSVERSAL SKILLS

- CT3 - Communication and multilingualism.
- CT5 - Information management and digital citizenship.
- CT7 - Critical thinking.

SPECIFIC SKILLS

- C2CC01 - To acquire knowledge, identify and analyze information and communication systems and procedures in their historical, social, legal and international context.
- C2CC02 - To develop techniques and methodologies for working with documentary sources, applied to research and problem solving in the field of information and communication.
- C2CC04 - To communicate, argue and expose the objectives, procedures and achievements of communication work and research, applying formal conventions characteristic of different media.
- C2CC06 - To understand and analyze the meaning and relevance of different theories, concepts and methodologies in the field of information and communication.

LEARNING OUTCOMES

- At the end of the course, it is expected that students will be able to: identify, describe, explain, and differentiate the different periods of the history of communication and its main characteristics.
- At the end of the course, it is expected that students will be able to recognize and explain the connection between

historical processes and the evolution of the forms of media communication.

- At the end of the course, students are expected to be able to make a historical interpretation of the different media narratives in the different periods of history. It is also expected that they will be able to connect specific media events with global social and historical processes.
- At the end of the course, students are expected to be able to argue and reason historically about the relationship between the different historical contexts and media, both in writing and orally.

Theoretical and Practical Contents

THEORETICAL CONTENTS:
INTRODUCTION. History of Social Communication: theories and concepts.
1st SECTION. Communication in the shaping of modern civilization (until 1870).
2nd SECTION. Mass media in the modern world (1870-1945).
3rd SECTION. Audio visual society in the recent past (1945-1989).
4th SECTION. Millennial change: towards the network society (1989-).

PRACTICAL CONTENTS:
- Readings and commentary on historiographical texts provided by the teacher.
- Critical analysis and commentary of messages spread through different communicational sources: newspapers, posters, cinema, radio, illustrations etc.

TEACHING METHODS

- Theoretical classes.
- Commentary and analysis of different historical sources. This kind of exercises will be done both individually and in group work.
- Reading of historiographical articles and group discussion.
- Classroom practices regarding a particular analysis of the journalistic treatment given to a specific past event. Those tasks will be done both in groups and individually.
- A seminar on how journalists reported on sexist violence cases during the 1990s.

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	53		7						
Horas de Actividad No Presencial del Alumno/a	79,5		10,5						

Legend: M: Lecture-based S: Seminar GA: Applied classroom-based groups
GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups
TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Written test, open questions 50%
- Exercises, cases or problem sets 50%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

The EVALUATION of this subject is CONTINUOUS. The 10 points maximum mark can be obtained as follows:

1. Written assessment related to the theoretical contents of the subject (5 points).
2. Completion of different tasks and coursework during the semester (5 points). Those exercises (essays, reviews, reflections, exercises and/or texts analysis) will deal with the study of specific cases analysis making use of the theoretical and methodological content of the subject. Required guidelines will be given to do each exercise and must be followed. All students will have to meet a deadline set by the professor.
It is compulsory to obtain, at least, 2.5 points in the written assessment to pass the subject (that is to say, 2.5 points out of 5).

As stated by the 8.3 Article of the Students Evaluation Regulations, the students can renounce the Continuous Evaluation

system and be only evaluated by the final test evaluation process. To do so, she/he must fill in and sign a renouncement document and hand it into the professor within the period of the first 9 weeks from the beginning of the second semester. Otherwise all students will be evaluated by the Continuous Evaluation System.

In the FINAL TEST PROCESS, the 10 points maximum mark can be obtained through an exercise consisting of:

1. Written assessment related to the theoretical content of the subject (5 points).
2. Written assessment related to the practical content of the subject (5 points).

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

The retake exam will be carried out through the final test evaluation system. The 10 points maximum mark can be obtained through an exercise consisting of:

1. Written assessment related to the theoretical contents of the subject (5 points).
2. Written assessment related to the practical contents of the subject (5 points).

MANDATORY MATERIALS

All the material the students will have to use will be available at eGela and/or in the university library.

BIBLIOGRAPHY

Basic bibliography

ALBERT, Pierre; SÁNCHEZ, José Javier; GUASCH, Juan María (1990): Historia de la prensa. Madrid: Rialp.

ALKORTA, Lierni; ZUBEROGOITIA, Aitor (2009): Masa-komunikaziotik informazioaren gizartera. Bilbo: UEU.

ALMUIÑA, Celso; MARTÍN, Ricardo; VIDAL, José (2016): Sensacionalismo y amarillismo en la Historia de la Comunicación. Madrid: Fragua.

ANDERSON, Benedict (2006): Imagined Communities: Reflections on the Origin and Spread of Nationalism. London, New York: Verso.

BARBIER, Frédéric; BERTHO-LAVENIR, Catherine (1999): Historia de los Medios. De Diderot a Internet. Buenos Aires: Colihue.

BORDERÍA, Enric; LAGUNA, Antonio; MARTÍNEZ, Frances (1996): Historia de la comunicación social. Voces, registros y conciencias. Madrid: Síntesis.

BRIGSS, Asa; BURKE, Peter (2005): A Social History of the Media. From Gutenberg to the Internet. Cambridge, Malden: Polity.

CASTELLS, Manuel (1997): The Information Age: Economy, Society and Culture. Malden: Blackwell Publishers.

CASTELLS, Manuel (2009): Communication and Power. Oxford, New York: Oxford University Press.

CASTELLS, Manuel (2004): The Network Society: a Cross-cultural Perspective. Cheltenham, Northampton: Edward Elgar Publications.

CHICHARRO, María del Mar; RUEDA, José Carlos (2005): Imágenes y palabras. Medios de comunicación y públicos contemporáneos. Madrid: CIS.

FANDIÑO, Roberto (2016): 50 viñetas que cambiaron el mundo. Barcelona: Ariel.

FAUS BALAU, Ángel (1995): La era audiovisual. Historia de los cien primeros años de la radio y la televisión. Pamplona: EUNSA.

FULD, Werner (2013): Breve historia de los libros prohibidos. Barcelona: RBA.

GARCÍA, Emilio (et. al.) (2006) La cultura de la imagen. Madrid: Fragua.

GOMBRICH, Ernst H. (2003) Los usos de las imágenes. Estudios sobre la función social del arte y la comunicación visual. México: FCE.

GUBERN, Román (1983): La imagen y la cultura de masas. Barcelona: Bruguera.

GUBERN, Román (1997): Historia del cine. Barcelona: Lumen.

HOBSBAWM, Eric; RANGER, Terence (1983): The Invention of Tradition. Cambridge, New York: Cambridge University Press.

HOGGART, Richard (2004): Mass media in a mass society: myth and reality. New York: Continuum.

KISHAN, Daya (2000): International Communication. Continuity, Change. London: Hodder Arnold.

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MATTELART, Armand (1997): Historia de las teorías de la comunicación. Barcelona: Paidós.

MATTELART, Armand (2007): Historia de la sociedad de la información. Barcelona: Paidós.

MONTERO, Julio; RUEDA, José Carlos (2001): Introducción a la historia de la comunicación social. Barcelona: Ariel.

MOORES, Shaun (2000): Media and Everyday Life in Modern Society. Edinburgh: Edinburgh University Press.

PIZARROSO, Alejandro (1990): Historia de la propaganda. Notas para un estudio de la propaganda política y de "guerra". Madrid: Eudema.

SÁNCHEZ ARANDA, José Javier (2002): Breve historia de la comunicación en el mundo contemporáneo. Pamplona: Ulzama.

SHOHAT, Ella; STAM, Robert (2002): Multiculturalismo, Cine y medios de Comunicación, Crítica del pensamiento

eurocéntrico. Barcelona: Paidós.

THORSEN, Einar (et al.) (2015): Media, Margins and Popular Culture. Houndmills, Basingstoke: Palgrave Macmillan.

VÁZQUEZ MONTALBÁN, Manuel (2000): Historia y comunicación social. Barcelona: Mondadori.

WILLIAMS, Raymond (1981): Contact: Human Communication and its History. London: Thames, Huston.

ZABALTZA, Xabier (2006): Una historia de las lenguas y los nacionalismos. Barcelona: Gedisa.

ZUBERIGIUTUA, Josu; ZUBEROGOITIA, Aitor (2019): Zalantzen amaiera? Argien mendetik irudiaren Arora. Bilbo: UEU.

Detailed bibliography

Journals

Ambigua: Revista de Investigaciones sobre Género y Estudios Culturales. (<https://www.upo.es/revistas/index.php/ambigua>)

Arenal. Revista de Historia de las Mujeres (<http://www.ugr.es/~arenal/>)

Cercles: Revista d’història cultural (<https://www.raco.cat/index.php/Cercles>)

Filanderas: Revista Interdisciplinar de estudios feministas (<https://papiro.unizar.es/ojs/index.php/filanderas/index>)

International Journal of Cultural Studies (<https://journals.sagepub.com/home/ics>)

Kamchatka. Revista de Análisis Cultural. (<https://ojs.uv.es/index.php/kamchatka>)

La Torre del Virrey. Revista de Estudios Culturales. (<https://www.latorredelvirrey.es/>)

Media History (<https://www.tandfonline.com/toc/cmeh20/current>)

Revista de Historia Contemporánea. (<http://www.ehu.eus/ojs/index.php/HC>)

Revista Historia y Comunicación Social. (<https://www.ucm.es/histycom/>)

Revista Internacional de Historia de la Comunicación. (<https://revistascientificas.us.es/index.php/RiHC/index>)

Uztaro. Giza eta gizarte-zientzien aldizkaria (<https://www.uztaro.eus/>)

Zer. Revista de estudios de comunicación. (<https://www.ehu.eus/ojs/index.php/Zer>)

Web sites of interest

OBSERVATIONS