DEGREE CURRICULUM
THEORIES OF COMMUNICATION

Coordination: LOZANO AGUILAR, ARTURO

Academic year 2019-20
<table>
<thead>
<tr>
<th>Subject's general information</th>
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<tbody>
<tr>
<td><strong>Subject name</strong></td>
<td>THEORIES OF COMMUNICATION</td>
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<tr>
<td><strong>Code</strong></td>
<td>101953</td>
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<tr>
<td><strong>Semester</strong></td>
<td>2nd Q(SEMESTER) CONTINUED EVALUATION</td>
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<tr>
<td><strong>Typology</strong></td>
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<tr>
<td><strong>Degree</strong></td>
<td><strong>Course</strong></td>
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<tr>
<td>Bachelor's Degree in Audiovisual Communication and Journalism</td>
<td>1</td>
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<tr>
<td>Double degree: Bachelor's degree in Applied Languages and Translation and Bachelor's degree in Hispanic Filology</td>
<td>2</td>
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<tr>
<td>Double degree: Bachelor's degree in English Studies and Bachelor's degree in Applied Languages and Translation</td>
<td>2</td>
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<tr>
<td>Double degree: Bachelor's degree in Catalan Filology and and Bachelor's degree in Applied Languages and Translation</td>
<td>2</td>
</tr>
<tr>
<td><strong>Course number of credits (ECTS)</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Type of activity, credits, and groups</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Activity type</strong></td>
<td><strong>PRAULA</strong></td>
</tr>
<tr>
<td><strong>Number of credits</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Number of groups</strong></td>
<td>2</td>
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<tr>
<td><strong>Coordination</strong></td>
<td>LOZANO AGUILAR, ARTURO</td>
</tr>
<tr>
<td><strong>Department</strong></td>
<td>CATALAN STUDIES AND COMMUNICATION</td>
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<tr>
<td><strong>Language</strong></td>
<td>There will be two class-groups. The language of instruction in group 1 will be Catalan, and the one for group 2 will be English.</td>
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<tr>
<td>Teaching staff</td>
<td>E-mail addresses</td>
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<tr>
<td>--------------------------------------</td>
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</tr>
<tr>
<td>LOZANO AGUILAR, ARTURO</td>
<td><a href="mailto:arturo.lozano@udl.cat">arturo.lozano@udl.cat</a></td>
</tr>
<tr>
<td>MARTÍN RUBIO, FRANCISCO JAVIER</td>
<td><a href="mailto:xavier.martinrubio@udl.cat">xavier.martinrubio@udl.cat</a></td>
</tr>
</tbody>
</table>

**Learning objectives**

Getting students to acquire a homogeneous and globally shared notion of the contents dealt with in the subject.

Getting students to exchange information about the different aspects of the subject in a context that is more open than that of the tutorial sessions.

Acquire in a guided manner the contents and competences of the subject.

Getting each individual student to follow individually and through teams in the learning process once feedback from the different tasks have been provided.

In general terms, to promote continuous assessment as a way to evaluate.

**Significant competences**

**Competences:**

**General**

CG3. Applying theoretical knowledge in practical activities.

CG7. Developing a critical thinking and reasoning and knowing how to communicate them effectively.

CG8. Showing respect for the plurality of ideas.

**Especificas**

CE4. Describing the main theories on the social means of communication sphere and their conceptual derivates.

CE7. Identifying and applying the ethical basis and professional deontology when engaging in tasks related to the media.

CE8. Applying the scientific method appropriately to the research in the communication field, as well as how to present the results of the research process.

**Subject contents**

Theoretical foundations of the reflection about mass communication and the media.

Methodology

1. Lectures
2. Debates
3. Talks
4. Moderated debates
5. Seminar
6. Group work
7. Written assignment

Development plan

Block 1. Introduction
Block 2. Interpersonal communication
Bloc 3. Theories of mass media communication
   1. Functionalist theories
   2. The critical perspective of the theories of communication
Bloc 4. The theories of communication in the information society

Evaluation

Group 1
Tests. 2 tests 20% + 20%
Group work and individual assignment: 50%
Class participation. 10%

Group 2
Tests: 2 tests 20% + 20%
Individual assignment (essay) 20% (first draft) + 15% (final version)

Group-project → Class delivery 15 points: from week 7 onwards. The group must pay me a visit telling me about their plan. Two options: either shoot a video and just show it to the class and generate a discussion; or prepare a prezi/powerpoint/games that involve the students. They will submit a report of the plan, and a self-evaluation after the class delivery.

Class participation: 10% (discuss article in pairs)

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Students who combine their degree with a full time job have the right to ask for alternative assessment within 5 days after the beginning of the semester. For information, please send an e-mail to academic@illetres.udl.cat or ask for information at the Faculty’s secretary (Secretaria de la Facultat de Lletres).

Bibliography
Group 1

References:


Group 2

References:

Hypodermic needle:


Twp-step flow:


Agenda Setting:


Uses and Gratifications:


Critical Theory (Adorno):


Frame Analysis:


Adaptations to the contents due to COVID-19

Theoretical foundations of the reflexion about mass communication and the media.


Adaptations to the methodology due to COVID-19

1. Lectures
2. Debates
3. Talks
4. Moderated debates
5. Seminar
6. Group work
7. Written assignment

Adaptations to the development plan due to COVID-19

Block 1. Introduction
Block 2. Interpersonal communication

Bloc 3. Theories of mass media communication

1. Functionalist theories
2. The critical perspective of the theories of communication

Bloc 4. The theories of communication in the information society

Adaptations to the evaluation due to COVID-19

Group 1
Tests. 2 writing essays 20% + 20%
Group work and individual assignment: 50%
Class participation. 10%

Group 2
Tests: 2 tests 20% + 20%
Individual assignment (essay) 20% (first draft) + 15% (final version)

Group-project → Class delivery 15 points: from week 7 onwards. The group must SEND ME A MESSAGE THROUGH CAMPUS VIRTUAL telling me about their plan. They will UPLOAD THE VIDEO IN YOUTUBE AND UPLOAD THE LINK TO ASSIGNMENTS IN CAMPUS VIRTUAL. ALL STUDENTS WILL WATCH THE VIDEOS FROM THEIR CLASSMATES AND WE WILL ORGANISE VIDEOCONFERENCES TO DISCUSS THEIR CONTENT.

Class participation: 10% (discuss article in pairs)