



Universitat de Lleida

DEGREE CURRICULUM

THEORIES OF

COMMUNICATION

Coordination: LOZANO AGUILAR, ARTURO

Academic year 2022-23

Subject's general information

Subject name	THEORIES OF COMMUNICATION			
Code	101953			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	1	COMMON/CORE	Attendance-based
	Double degree: Bachelor's degree in Applied Languages and Translation and Bachelor's degree in Hyspanic Philology	2	COMMON/CORE	Attendance-based
	Double degree: Bachelor's degree in Catalan Philology and and Bachelor's degree in Applied Languages and Translation	2	COMMON/CORE	Attendance-based
	Double degree: Bachelor's degree in English Studies and Bachelor's degree in Applied Languages and Translation	2	COMMON/CORE	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	3		3
	Number of groups	2		2
Coordination	LOZANO AGUILAR, ARTURO			
Department	CATALAN STUDIES AND COMMUNICATION			
Teaching load distribution between lectures and independent student work	contact hours: 60 Autonomous work: 90			
Important information on data processing	Consult this link for more information.			

THEORIES OF COMMUNICATION 2022-23

Language	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.
Distribution of credits	6

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
LOZANO AGUILAR, ARTURO	arturo.lozano@udl.cat	6	
MARTIN RUBIO, FRANCISCO JAVIER	xavier.martinrubio@udl.cat	6	

Learning objectives

- Identifying the different theories of mediated communication.
- Learning to notice the features of interaction.

Competences

General competences:

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.

Specific competences:

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

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

Unit 1. Introduction. Theory and the Study of Communication. Semiotics and semiology.

Unit 2. Interpersonal communication. Symbolic interactionism. Framing.

Unit 3. Functionalist theories. Historical overview (hypodermic needle, 2-step flow, Uses and gratification, agenda setting).

Unit 4. The Alternative Paradigms of Critical Theory and Cultural Studies.

Unit 5. Theories of International Communication. Communication Studies in the Digital era.

Methodology

1. Lectures

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

Development plan

Unit 1.

6 sessions, to take place on the 6th, 7th, 13th, 14th, 20th and 21st of February.

Unit 2.

5 sessions, to take place on the 27th and 28th of February and on the 6th, 7th and 13th of March..

Unit 3.

5 sessions, to take place on the 14th, 20th, 21st, 27th and 28th of March.

Unitat 4.

5 sessions, to take place on the 11th*, 17th, 18th, 24th and 25th of April.

*Although Group 2 will have the mid-term test on that day.

Unit 5.

For Group 1: 2 sessions on the 2nd and 15th of May.

Face to face written task (review) in two sessions with split groups (8th and 9th of May).

Oral presentations on the 16th, 22nd and 23rd of May.

For Group 2: 5 sessions on the 2nd, 8th, 15th, 16th and 22nd of May.

The session of the 9th and 23rd of MAY will be spent of the group projects.

Evaluation

Given the different nature of the two groups, two slightly different evaluation systems will be used (see below). The main difference between the groups is that the English group includes students who are enrolled in language-oriented double degrees rather than Audiovisual Communication and Journalism.

80% face-to-face attendance is a compulsory requirement for the students who enrol the subject for the first time.

IN CASES OF PLAGIARISM, THE MEASURES ESTABLISHED BY THE 'NORMATIVA DE L'AVALUACIÓ I LA QUALIFICACIÓ DE LA DOCÈNCIA EN ELS GRAUS I MÀSTERS A LA UdL' WILL BE ENFORCED.

10% Class participation.

Not attendance per se, but actively participating in these sessions (*in Group 2, this extends to participating in the Telegram channel*).

40% **Tests.**

Final test on Monday May 29th at 4 pm.

For Group 1, it is the only exam and it has a re-sit examination on Wednesday June 21st at 6.30 pm.

For Group 2, it is one of two exams, so there is NO re-sit examination.

[Mid-term test (20%) on Tuesday April 11th from 3 to 5 pm, **only for Group 2**]

50% **Projects.**

Group 1:

Individual project: 35% (work throughout the course: 10%, face-to-face written exercise: 25%)

Group project: 15%

Group 2:

30% Individual essay:

first draft in week 4 (10%), second draft in week 8 (10%) and final version after Easter (10%).

20% Group project (in groups of 3 or 4 students):

report (10%) and 30-minute podcast on a topic that relates the theories with updated news (10%).

WORK INCOMPATIBILITIES AND ALTERNATIVE EVALUATION.

Students who work full time (or part-time if the work and class schedules overlap) and who can prove this may be allowed to ask for *avaluació alternativa*, at the end of the course, if formal petition to do so is provided within 5 days and by following the administrative regulations for this type of assessment. For more information please contact academic@lletres.udl.cat or Secretaria de Lletres (in the Rectorat building).

Bibliography

Compulsory reading:

Group 1:

Lazarsfeld, P. F. and Merton, R. K. (1948). Comunicación de masas, gusto popular y acción social organizada. In Muraro, H. (Ed.) (1977). *La comunicación de masas*, Centro editor de América Latina, Buenos Aires.

Rizo, M. (2004). *El interaccionismo simbólico y la Escuela de Palo Alto. Hacia un nuevo concepto de comunicación*. Portal de la Comunicación In-Com UAB.

Rodrigo Alsina, M. (2014). *Los modelos de la comunicación*. Portal de la Comunicación In-Com UAB.

Tranche, R (2019). *La mascara sobre la realidad. La información en la era digital*. Madrid: Alianza Editorial

Group 2:

Rosenberry, J. and Vicker, L.A. (2017). *Applied Mass Communication Theory: A Guide for Media Practitioners*, Routledge. [Chapters 1 to 6]

Complementary reading for both groups:

Ambriz, F. (2013). Hypodermic Needle Theory. *On My Level*. 31 May. Available online: <https://frankt1000.wordpress.com/2013/05/>

Bakshy, E., Mason, W.A., Hofman, J.M. and Watts, D.J. (2011). Everyone's an Influencer: Quantifying Influence

on Twitter. WSDM Proceedings.

Blumer, H. (1933). Moulding of Mass Behaviour Through the Motion Picture. Publications of the American Sociological Society, 29 (1935): 115-127. Available online: https://brocku.ca/MeadProject/Blumer/Blumer_1935.html

Boni, F. (2008). *Teorías de los medios de comunicación*. Aldea Global.

Capeli, M.Q. (2019). Micro-influencers' impact on engagement levels for fashion retail brands on Instagram. Unpublished Master's Thesis, University of North Florida.

Katz, E. (1957). The Two-Step Flow of Communication: An Up-To-Date Report on an Hypothesis. *Political Opinion Quarterly*, 21 (1): 61-78.

Kim, S., Han, M., Choi, D. and Kim, J. (2013). Attribute agenda setting, priming and the media's influence on how to think about a controversial issue. *the International Communication Gazette*, 74 (1): 43-59.

Łódzki, B. and Nowak, E. (2015). New trends in agenda-setting research. Central European Journal of Communication, 8 (2): 301-312. Available online: https://www.cejc.ptks.pl/attachments/INTERVIEW-News-trends-in-agenda-setting-interview-with-Professor-Maxwell-McCombs--one-of-the-two-founding-fathers-of-empirical-research-research-on-the-agenda-setting-function-of-the-press_2018-06-08_11-53-45.pdf

Martin Serrano, M. (2007). *Teoría de la comunicación*. Madrid: McGraw-Hill.

Mattelart, A. and Mattelart, M. (1997). *Historia de las teorías de la comunicación*. Barcelona: Paidós.

McCombs, M.E. and Shaw, D.L. (1972). The agenda-setting function of the media. *Public Opinion Quarterly*, 36: 176-185.

Nguyen, H.N. and Gehrau, V. (2010). Agenda Diffusion: an integrated model of agenda setting and interpersonal communication. *Journalism & Mass Communication Quarterly*, 87 (1): 100-116.

Ostini, J. and Fung, A.Y.H. (2002). Beyond the Four Theories of the Press: a new model of national media systems. *Mass Communication & Society*, 6 (1): 41-56.

Pooley, J. and Socolow, M.J. (2013). The Myth of the War of the Worlds Panic. *Slate* (October 28). Available online: <https://slate.com/culture/2013/10/orson-welles-war-of-the-worlds-panic-myth-the-infamous-radio-broadcast-did-not-cause-a-nationwide-hysteria.html>

Price, V., Tewksbury, V. and Power, E. (1997). Switching trains of thought: The impact of new frames on readers' cognitive responses. *Communication Research*, 24: 481-506.

Raacke, J. and Bonds-Raacke, J. (2008). MySpace and Facebook: Applying the Uses and Gratifications Theory to Exploring Friend-Networking Sites. *Cyberpsychology & Behaviour*, 11 (2): 169-174.

Rodrigo Alsina, M. (1995). *Los modelos de la comunicación*. Madrid: Tecnos.

Rodrigo Alsina, M. (2001). *Teorías de la comunicación: ámbitos, métodos y perspectivas*. Bellaterra: Universitat Autònoma de Barcelona.

Rodrigo, M. and Estrada, A. (2008). *Les teories de la comunicació*. Barcelona: UOC.

Saperas, E. (1992). *Introducció a les teories de la comunicació*. Barcelona: Pòrtic.

Saperas, E. (1998). *Manual básico de teoría de la comunicación*. Barcelona: CIMS.

Scheufele, D. A. (1999). Framing as a Theory of Media Effects. *Journal of Communication*, 49 (4): 103-22.

Van de Vijver, L. (2017). The cinema is dead, long live the cinema!: Understanding the social experience of cinema-going today. *Participations: Journal of Audience & Reception Studies*, 14 (1): 129-144.

Vostal, F. (2014) Thematizing speed: Between critical theory and cultural analysis. *European Journal of Social*

Theory, 17 (1): 95-114.

Weimann, G. and Brosius, H.B. (2017). Redirecting the agenda: agenda-setting in the online Era. *Agenda Setting Journal*, 1 (1): 63-101.

Wolf, M. (1987). *La investigación de la comunicación de masas*. Barcelona: Paidós.