



Universitat de Lleida

DEGREE CURRICULUM
**THEORIES OF
COMMUNICATION**

Coordination: LOZANO AGUILAR, ARTURO

Academic year 2023-24

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 Hispanic 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	PHILOLOGY 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 2023-24

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	7,2	

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. Introduction. Theory and the Study of Communication. Semiotics and semiology:

6 sessions (5, 6, 12, 13, 19 and 20/February)

Unit 2. Interpersonal communication. Symbolic interactionism. Framing:

6 sessions (26, 27/February and 4, 5, 11, 12/March)

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

5 sessions (18 and 19/March and 1, 8 and 9/April)

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

6 sessions (15, 16, 22, 23, 29 and 30/April)

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

4 sessions (6, 7, 13 and 14/May)

The session of the 20th and 21st/May will be dedicated to the group projects.

Evaluation

Test Block: 40%

Final test in **May 27th at 4 pm**, in room 2.13 for Group 1 and in the computer labs 3.48 and 3.49 for Group 2.

Re-sit examination to take place in Jun 19th at 6.30 pm (same rooms).

Class participation block: 10%

Not attendance per se, but actively participating in these sessions.

Individual task block: 25%

For Group 1, presenting a review written throughout the semester.

For Group 2, a report in which practical and theoretical aspects of the group project are discussed.

Group project block: 25%

For Group 1, analysing two pieces of news about a single event using the appropriate methodology.

For Group 2, a 30-minute episode podcast derived from 2 to 4 individual interviews that will have been edited and added to an intro and a final discussion.

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

If academic fraud or spontaneous copying is detected, we will apply what is established in the Regulations for the Assessment and Grading of Student Learning in UdL Bachelor's and Master's Degrees.

Students who want to ask for alternative assessment must submit an employment contract or justify, in a letter addressed to the dean, the reasons that make it impossible for him/her to carry out the continuous assessment within five (5) days after the beginning of the semester. For information, please send an e-mail to **lletres.secretariacentre@udl.cat** or ask for information at the Faculty's academic office (Secretaria Acadèmica de la Facultat de Lletres).

Students in this evaluation system will have the final test (and the corresponding re-sit exam) as their only evaluation item.

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.