



Universitat de Lleida

DEGREE CURRICULUM  
**HISTORY OF MASS MEDIA**

Coordination: LOZANO AGUILAR, ARTURO

Academic year 2020-21

## Subject's general information

<b>Subject name</b>	HISTORY OF MASS MEDIA			
<b>Code</b>	101958			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Audiovisual Communication and Journalism	1	COMMON	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	3		3
	<b>Number of groups</b>	2		2
<b>Coordination</b>	LOZANO AGUILAR, ARTURO			
<b>Department</b>	CATALAN STUDIES AND COMMUNICATION			
<b>Teaching load distribution between lectures and independent student work</b>	Presential hours: 21; Remaining hours: 129h (work with online synchronous support, exams, tutoring classes, and autonomous student work)			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Catalan Spanish English			
<b>Distribution of credits</b>	6			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
LOZANO AGUILAR, ARTURO	arturo.lozano@udl.cat	6	
SOTO MEROLA, JOANA	joana.soto@udl.cat	6	

## Subject's extra information

The planning in this document is based on the hybrid teaching model. Depending on the evolution of the pandemic, the development of face-to-face and non-face-to-face hours with synchronous virtual accompaniment (100% presence or 100% virtual) can be altered.

## Learning objectives

To understand the economic, social and cultural evolution of the twentieth century.

To establish relationships between communicative knowledge and historical analysis.

To relate current issues and issues with historical knowledge.

To demonstrate a knowledge of the historical evolution of the social media: press, cinema, radio, television and internet.

To be able to appreciate the interaction between the social media and society.

## Competences

Skills:

Basics

CB1. Owning and understanding knowledge in a study area that is based on the general secondary education base, and it is often found at a level that, while supported by advanced textbooks, also includes some aspects that imply knowledge derived from the vanguard of his field of study.

CB3. Ability to gather and interpret relevant data (usually within their area of study) to issue judgments that reflect on relevant issues of a social, scientific or ethical nature.

Generals

CG7. Develop a critical thinking and reasoning and know how to communicate effectively.

CG8. Value respect for diversity and plurality of ideas.

Specific

CE2. Develop an adequate knowledge of the contemporary world and its recent historical evolution in the social, economic, political and cultural dimensions.

CE3. To value mass media from a historical dimension that addresses their social, industrial and cultural aspects.

## Subject contents

Content

Analysis of the relationship between the mass media and the social reality.

The evolution in the 20th century of the written press, cinema, propaganda and political communication, advertising, radio, television and the internet, as well as its social, political, economic and cultural implications.

Analysis of the contemporary world from the historical study of contemporary societies and an understanding of the evolution of political, social, economic and cultural reality.

History and evolution of audiovisual media through its supports and aesthetic, artistic and industrial proposals. Knowledge of the relationship between technological and industrial evolution and audiovisual language taking into account the theoretical-practical concepts of audiovisual representations, communication systems and symbolic and cultural values.

## Methodology

1. Master classes. Exposure of the contents of the subject orally by the teacher.
2. Conferences. Public exhibition on a subject carried out by an expert
3. Seminar. Working sessions of a rather small group that investigates a topic through dialogue and discussion, under the direction of a professor or an expert, to go more in depth on monographic topics, based on the information previously provided by the teaching staff.
4. Group work. Learning activity that must be done through collaboration between the members of a group.
5. Written work. Consistent activity in the presentation of a written document.
6. Problem based learning.
7. Drafting projects. Active teaching methodology that promotes learning from the realization of a project: idea, design, planning, development and evaluation of the project.
8. Case study. Method used to study an individual, an institution, a problem, etc. contextual and detailed.

The non-contact hours accompanied by the teacher (non-contact classes on Friday) will use different materials to ensure distance learning: power points with recorded oral explanations, readings and activities, videos, video conferencing, etc.

“Information on data protection in the audiovisual register in the subject **History of the Mass Media**

In accordance with current regulations on the protection of personal data, we inform you that:

- The organisation responsible for the recording and use of the image and voice is the University of Lleida - UdL (contact details of the representative: General Secretariat. Plaza Víctor Siurana, 1, 25003 Lleida; sg@udl.cat; contact details of the data protection officer: dpd@udl.cat).
- The recorded images and voices shall be used exclusively for teaching purposes.
- The recorded images and voices shall be saved and preserved until the end of the current academic year, and shall be destroyed in accordance with the terms and conditions specified in the regulations on the preservation and disposal of administrative documents of the UdL, and the documentary evaluation tables approved by the Generalitat de Catalunya (<http://www.udl.cat/ca/serveis/arxiu/>).
- The voices and images are considered necessary to teach this subject, and teaching is a right and a duty of the teaching staff of the Universities, which they must exercise under academic freedom, as provided for in article 33.2 of the Organic Law of Universities (Ley Orgánica de Universidades) 6/2001, of December 21. For this reason, the UdL does not need the consent of the students to register their voices and images with the sole and exclusive purpose of teaching in this particular subject.
- The UdL shall not transfer the data to third parties, except in the cases strictly provided for by the Law.
- The student can access their data; request correction, deletion or portability; object to its processing and request

its limitation, as long as it is compatible with the purposes of teaching, by writing to [dpd@udl.cat](mailto:dpd@udl.cat). You can also submit a complaint to the Catalan Data Protection Authority, via a mail to its website (<https://seu.apd.cat>) or other non-electronic means”.

## Development plan

Block 0. Introduction to the history of the mass media. Number of sessions: 2

- The birth of communication (language, writing and the printing press)
- Definition of mass society

Block 1. Mass media and society (1870-1945). Number of sessions: 16

- The birth of the journalism
- The golden age of the press (1870-1914)
- The news agencies
- Origins and evolution of advertising
- Birth and evolution of the cinematographer
- Radio
- The advertising

Block 2. Media and Cold War. The era of television (1945-1989). Number of sessions: 8

- Media and Cold War
- Birth and first steps of TV
- Television between 1945 and 1962
- The informative contents
- Television between 1962 and 1980
- Stages, functions and peculiarities of TV
- The audiovisual triumph in the new global society

Block 3. The digital revolution. Number of sessions: 2

## Evaluation

Exam: 40%

Jobs Group work: 25%. Individual review: 25%

Class participation: 10%

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@lletres.udl.cat](mailto:academic@lletres.udl.cat) or ask for information at the Faculty's secretary (Secretaria de la Facultat de Lletres).

## Bibliography

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