



Universitat de Lleida

DEGREE CURRICULUM
HISTORY OF MASS MEDIA

Coordination: LOZANO AGUILAR, ARTURO

Academic year 2021-22

Subject's general information

Subject name	HISTORY OF MASS MEDIA			
Code	101958			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	1	COMMON	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	Presential hours: 30; Non presential hours: 30h Autonomous student work: 90h			
Important information on data processing	Consult this link for more information.			
Language	Catalan Spanish 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	
ROCA TRENCHS , NURIA	nuria.roca@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.

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: 50% (Group work + Individual review)

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 or ask for information at the Faculty's secretary (Secretaria de la Facultat de Lletres).

Bibliography

Altés, Elvira (2021). *Dones a les ones. La història de la ràdio a Catalunya en veu de les dones*. Lleida: Pagès Editors.

Álvarez, Jesús Timoteo (1987): *Historia y modelos de la comunicación en el siglo XX. El nuevo orden informativo*, Barcelona: Ariel.

Arroyo, Liliana (2020). *Tu no ets la teva selfi*, Lleida: Pagès Editors.

Barbier, Frédéric and Bertho Lavenir, Catherine (1999). *Historia de los medios de Diderot a Internet*. Buenos Aires: Colihue.

Barrera, Carlos (ed.) (2004). *Historia del Periodismo Universal*. Barcelona: Ariel.

Bernández, Asunción (2016). *Mujeres en medios(s). Propuestas para analizar la comunicación masiva con perspectiva de género*. Madrid: Editorial Fundamentos.

Bordería, Enric (1996). *Historia de la Comunicación Social*. Madrid: Síntesis.

Briggs, Assa and Burger, Peter (2002). *De Gutenberg a Internet. Una historia social de los medios de comunicación*. Madrid:Taurus.

Castells, Manuel (2009). *Comunicación y poder*. Alianza Editorial: Madrid.

Chapman, Jane (2005). *Comparative Media History*. Cambridge: Polity Press.

Chicharro, Mar and Rueda, José Carlos (2005). *Imágenes y palabras. Medios de comunicación y públicos contemporáneos*. Madrid: Centro de Investigaciones Sociológicas-Siglo XXI.

Crowley, David (1997). *La Comunicación en la Historia*. Barcelona: Bosch.

Gitelman, Lisa (2008). *Always Already New. Media, History and the Data of Culture*. Cambridge: The Mit Press.

- Gomery, David (2008). *A History of Broadcasting in the United States*. Malden, MA: Blackwell.
- Gómez Mompert, Josep Lluís and Marín Otto, Enric (1999). *Historia del periodismo universal*. Madrid: Síntesis.
- Guillamet, Jaime (2003). *Història del periodisme*. Barcelona: Universitat Autònoma de Barcelona.
- Guardiola, Ingrid (2018). *L'ull i la navalla*. Barcelona: Arcàdia.
- Eguizábal, Raúl (2011). *Historia de la publicidad*. Madrid: Fragua.
- Eisestein, Elisabeth (1980). *The printing press as an agent of change*. Cambridge: Cambridge University Press.
- Faus Belau, Ángel (2007). *La era audiovisual. Historia de los primeros cien años de la radio y la televisión*. Barcelona: Ediciones Internacionales Universitarias.
- Freund, Gisele (1986). *La fotografía como documento social*. Barcelona: Editorial Gustavo Gili.
- (1980). *Photography & Society*. University of Michigan: D. R. Godine.
- Hobsbawm, Eric. (1998). *La Era del imperio, 1875-1914*. Barcelona: Crítica. Gómez Mompert, J.L. y Marín Otto, E. (eds.) (1999). *Historia del periodismo Universal*. Madrid: Síntesis.
- (2011) *Historia del siglo XX, 1914-1991*. Barcelona: Crítica
- Hueso, Ángel (1998). *El cine y el Siglo XX*. Barcelona: Ariel Historia.
- Iglesias, Gema (1997). *La propaganda en las guerras del siglo XX*. Madrid: Arco Libros.
- Mattelart, Armand (2005). *Historia de las teorías de la comunicación*. Barcelona: Paidós.
- Moragas, Miguel de (ed.) (1985). *Sociología de la comunicación de masas*. Barcelona: Gustavo Gili.
- Montero, Julio and Rueda, José Carlos (2001). *Introducción a la Historia de la Comunicación Social*. Barcelona: Ariel.
- Rueda, José Carlos and Galán, Elena (2014). *Historia de los medios de comunicación*. Madrid: Alianza.
- Sarlo, Beatriz (1992). *La radio, el cine, la televisión: comunicación a distancia*. Buenos Aires: Nueva Visión.
- Signorielli, Nancy (ed) (1996). *Women in communication*. Santa Bárbara: Greenwood.
- Sontag, Susan. (1979). *On photography*. Barcelona: Penguin Random House.
- (1981). *Sobre la fotografía*. México DF: Edhasa.
- (2004). *Ante el dolor de los demás*. Madrid: Santillana.
- Vázquez Montalbán, Manuel. (2000). *Historia y comunicación social*. Barcelona: Mondadori.
- Vallejo, Irene (2019). *El infinto en un junco*. Madrid: Ediciones Siruela.
- Willams, Raymond (ed.) (1992). *Historia de la Comunicación*. Barcelona: Bosch.