



Universitat de Lleida

DEGREE CURRICULUM
HISTORY OF MASS MEDIA

Coordination: LOZANO AGUILAR, ARTURO

Academic year 2023-24

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/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	Presential hours: 60 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	
VENTURA ALVAREZ, RAFAEL	rafael.ventura@udl.cat	7,2	

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.

Development plan

CATALAN GROUP

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

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

The golden age of the press (1870-1914)

The news agencies

Origins and evolution of advertising

Birth and evolution of the cinematographer

Radio

The propaganda

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

ENGLISH GROUP

Block 1: Introduction. Number of sessions: 4

Communication. A first definition

Does society change communication or does communication change society?

The printing press: the machine that made us who we are Block

2. Mass media and society (1870-1945). Number of sessions: 17

Mass society, mass culture and mass communication

Towards the mass press: the most important changes in the new mass society

The golden age of the press and advertising

News agencies

Birth and evolution of cinema

Birth and evolution of radio

Propaganda

Block 3. Media and Cold War (1945-1989). Number of sessions: 5

Media and Cold War: a context

Birth and first steps of TV

Moon landing

Television during the Franco regime

Television and democracy

Block 4. The digital revolution. Number of sessions: 2

Evaluation

In both groups (Catalan and English), attendance at a minimum of 80% of the classes is a requirement for students who enroll in the subject for the first time.

CATALAN GROUP

Exam: 40%. A minimum grade of 3.5 on the exam is required to pass the course.

Jobs: 50%

Individual work: 35%

Team work: 15%

Class participation: 10%

ENGLISH GROUP

Exam: 40%

Activities: 50%

Individual work (essay from a reading a book): 25%

Team work (analysis and oral presentation of a film related to the subject): 25%

Class participation: 10%

In the event of plagiarism, the 'Regulations for the evaluation and qualification of teaching in bachelor's and master's degrees at the UdL' will be applied.

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

GENERAL BIBLIOGRAPHY

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