Universitat de Lleida

DEGREE CURRICULUM
SOCIOLOGY AND PSYCHOLOGY OF COMMUNICATION

Coordination: SERES SEUMA, TERESITA DEL NIÑO JESUS

Academic year 2023-24

Subject's general information

Subject name	SOCIOLOGY AND PSYCHOLOGY OF COMMUNICATION
Code	101962
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION

Typology

Degree	Course	Character	Modality
Bachelor's Degree in Audiovisual Communication and Journalism	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	SERES SEUMA, TERESITA DEL NIÑO JESUS
Department	PHILOLOGY AND COMMUNICATION
Teaching load distribution between lectures and independent student work	Face-to-face hours (HP) [in the classroom]: 30 2-hour sessions = 60 HP Autonomous work (TA): 90 TA hours
Important information on data processing	Consult this link for more information.
Language	Catalan and English (in two groups)
Distribution of credits	6 credits group in Catalan 6 credits group in English

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
ERTA MAJÓ, ARNAU	arnau.erta@udl.cat	7,2	
SERES SEUMA, TERESITA DEL NIÑO JESUS	teresa.seres@udl.cat	6	

Learning objectives

Identify the basic concepts and paradigms of sociological analysis and their application to the analysis of communication.

Identify the main theories and methodologies related to the field of communication psychology

Develop a critical look at the media, social and ideological context.

Appreciate the importance of the theoretical debate and of the methodologies of scientific research in sociology, as well as its application to the analysis of communication.

Develop adequate knowledge about the social function of the media

Competences

a) General:

CG3. Apply theoretical knowledge to the practical activity

CG7. Develop critical thinking and reasoning, and be able to communicate effectively

CG8. Value respect for diversity and a plurality of ideas

b) Specific:

CE4. Describe the main theories in the field of social media and their conceptual elaborations

CE7. Identify and apply ethical foundations and professional ethics in the exercise of activities related to the media

CE8. Apply the scientific method in a suitable way to research in the field of communication, as well as present the results of research processes

Subject contents

1. The sociological view

   1.1. What is sociology?

   1.2. Sociology of (mass) communication

   1.3. Key concepts in the sociology of communication

   1.4. Research in the sociology of communication: the qualitative and the quantitative method

2. Functionalist sociology of communication

2.1. Introduction

2.2. Effects and functions

2.3. Short-term effects

2.4. Long-term effects

3. Critical social theory

3.1. Introduction to the critical social theory and its characteristics

3.2. Main currents and authors: the Frankfurt school, the political economy of communication, culturology theory, cultivation theory

3.3. Concepts and studies

3.4. Other perspectives

4. Cultural studies. Postmodern culture

4.1. The perspectives of cultural studies

4.2. Postmodernity and postmodern culture

5. Psychology of perception and social psychology (of communication)

5.1. Psychology of perception

5.1.1. Introduction

5.1.2. Concepts

5.2. Social psychology

5.2.1. Introduction

5.2.2. Psychology in interpersonal relationships

5.2.3. Psychology and social cognition

Methodology

Teaching methodology: combining face-to-face hours -in the classroom- and autonomous work)

A) Face-to-face hours in the classroom (HP)*

Lectures: Presentation of the contents of the subject orally by the teacher.

Directed debate: Promote oral expression and comprehension in a group conversation in which the topic can be prepared, but not the development of the interventions.

Collaborative activity: A learning activity that must be done through collaboration between members of a group.

Written work: Activity consisting of the presentation of a written document.

Case study: Method used to study an individual, an institution, a problem, etc. in a contextual and detailed way.

Tutorials: guidance, advice and doubt resolution in small groups or individually.

C) Autonomous work (TA)

Autonomous work by students: practices, exercises, assigned readings or studying other materials, questionnaires, etc.

Online discussions through virtual forums.

Development plan

Indicative schedule for both class groups:

Unit 1	Weeks 1-3
Unit 2	Weeks 4-6
Unit 3	Weeks 7-9
Unit 4	Weeks 10-12
Unit 5	Weeks 13-15

Evaluation

1. Written exams [25%]:	
Partial exams (these include class content and proposed readings)	5 tests x 5% = 25%
2. Projects [65%]:	
a) Synthesis Activities (group activities)	4 activities = 25%
b) Follow-up Activities (individual and group activities)	25%
c) Group presentation of proposed reading	15%
3. Class attendance and contribution [10%]	10%
TOTAL	100%

* The final mark to pass the subject is 5/10. In this subject, no assessment tasks can be resat since none of them individually is equal to or exceeds 30% of the final grade.

* In case the final mark of the subject is 4.9; 6.9 or 8.9, the teachers of the subject will value making a rounding up (5, 7 and 9 respectively) depending on the performance of the student in the subject.

* Students who combine their degree with a full-time job or a part-time job with schedules coinciding with classes have the right to ask for an 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 office (Secretaria de la Facultat de Lletres).

*Plagiarism is not permitted. In case of plagiarism, the provisions of the 'Regulations for the Assessment and Grading of Student Learning in UdL Bachelor's and Master's Degrees' will be applied.

Bibliography

Bailey, Stephen (2011). *Academic Writing: A Handbook for International Students* (3rd ed.). Oxon: Routledge.

Boyd-Barrett, Oliver, & Braham, Peter (2013). *Media, knowledge and power*. Routledge.

Briggs, Asa, Burke, Peter. (2002). *De Gutenberg a Internet: Una historia social de los medios de comunicación.* [A

Social History of the Media. From Gutenberg to the Internet]. (M. A. Galmarini, Trad.). Madrid: Taurus.

Bruce, Steve, & Yearley, Steven (2006). *The SAGE dictionary of sociology*. SAGE Publications.

Bryant, Clifton D., Peck, Dennis L. (Eds.). (2007). *21st Century Sociology: A Reference Handbook*. Thousand Oaks, CA: SAGE Publications, Inc.

Bryant, Jennings, & Oliver, Mary Beth (2009). *Media Effects: Advances in Theory and Research* (3rd ed.). Routledge

Buceta, Luis. (1992). *Fundamentos psicosociales de la información*. Editorial Centro de Estudios Ramón Areces.

Eadie, William F. (Ed.). (2009). *21st Century Communication: A Reference Handbook*. Thousand Oaks, CA: Sage.

Espinar, Eva; Frau, Carlos; González, María José; Martínez, Rodolfo (2006). *Introducción a la sociología de la educación*. Universidad de Alicante

Fiske, John (1990). *Introduction to communication studies* (2nd ed.). London: Routledge.

Gibson, James J. (2014). *The ecological approach to visual perception: classic edition*. Psychology Press.

Goldstein, Bruce E. (Ed.). (2005). *Blackwell Handbook of Sensation and Perception*. Blackwell Publishing.

Grondin, Simon (2016). *Psychology of perception*. Sage.

Gubern, Romà (1996). *Del bisonte a la realidad virtual*. Taurus Editorial.

Gubern, Romà (2000). *El eros electrónico*. Taurus Editorial.

Howes, David, & Classen, Constance (2013). *Ways of sensing: Understanding the senses in society*. Routledge.

Klein, Naomi (2010): *No logo. El poder de las marcas*. Paidós.

Littlejohn, Stephen W. & Foss, Karen A. (2009). *Encyclopedia of communication theory*. London: Sage.

Lundby, Knut (Ed.). (2014). *Mediatization of Communication*. De Gruyter.

Mc Quail, Denis. (2000). *Introducción a la teoría de la comunicación de masas.* Barcelona: Paidós.

Méndez Rubio, Antonio (2008). *Perspectivas sobre comunicación y sociedad*. Universitat de València.

Moragas, Miguel de (1986). *Sociología de la comunicación de masas.* IV Volums. Editorial Gustavo Gili.

Mucchielli, Alex (1998). *Psicología de la comunicación*. Paidós.

Muñoz, Kristine (2011). *Com m'han pogut convèncer?: les dimensions socials i culturals de la persuasió* (Vol. 4). Editorial UOC.

Myers, David G. &, & Twenge, Jean M. (2018). *Exploring Social Psychology* (8th ed.). McGraw-Hill Education.

Poe, Marshall T. (2011). *A history of communications: Media and Society from the Evolution of Speech to the Internet.* New York, NY: Cambridge University Press.

Roiz, Miguel. (2005). *Sociología de la comunicación y cultura de masas.* LaberintoLA

Schramm, Wilbur & Roberts, Donald F. (eds.). (1971). *The process and effects of mass communication*. Urbana: University of Illinois Press

Serrano, Sebastià (1993). *Comunicació, societat i llenguatge*. Empúries

Serrano, Sebastià (1999). *Comprendre la comunicació: el llibre de la comunicació, el sexe i la poesia*. Proa.

Serrano, Sebastià (2003). *El regal de la comunicació*. Ara Llibres.

Serrano, Sebastià (2004). *L'instint de la seducció*. Ara Llibres

Turner, Bryan S. (Ed.). (2006). *The Cambridge dictionary of sociology*. Cambridge University Press.

Turow, Joseph (2014). *Media today: Mass communication in a converging world* (5th ed.). Routledge.

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