



## 1. General information

Course: MEDIA LITERACY

Type: BASIC

Degree: 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION

Center: 12 - FACULTY OF COMMUNICATION

Year: 1

Main language: Spanish

Use of additional languages:

Web site:

Code: 16506

ECTS credits: 6

Academic year: 2022-23

Group(s): 30

Duration: C2

Second language:

English Friendly: Y

Bilingual: N

Lecturer: ANTONIO FERNANDEZ VICENTE - Group(s): 30

| Building/Office                    | Department            | Phone number        | Email                   | Office hours |
|------------------------------------|-----------------------|---------------------|-------------------------|--------------|
| Aulario Polivalente, despacho 2.12 | DPTO. EN CONSTITUCIÓN | 969179100 ext. 4784 | antonio.fviente@uclm.es |              |

## 2. Pre-Requisites

Not established

## 3. Justification in the curriculum, relation to other subjects and to the profession

Not established

## 4. Degree competences achieved in this course

## Course competences

| Code | Description  |
|------|--|
| CB01 | Possess and understand knowledge in an area of study that builds on the foundation of general secondary education and is at a level that relies on advanced textbooks and also includes knowledge from the cutting edge of their field of study. |
| CB03 | Gather and interpret relevant data (usually within the area of study) in order to make value judgements that include a reflection on relevant social, scientific or ethical issues.  |
| CB04 | Convey information, ideas, problems and solutions for both specialist and non-specialist audiences.  |
| CE06 | Know the history of audiovisual genres through their aesthetic and industrial proposals.   |
| CE07 | Understand the relationships between the agents that influence audiovisual communication.  |
| CE09 | Differentiate the main contemporary cultural and artistic theories and currents of thought.  |
| CG02 | Develop creativity to take risks in the definition of research or creative topics from an innovative perspective that contributes to the knowledge, interpretation or development of audiovisual languages and/or formats.                       |
| CG04 | Expose the results of academic work in writing, orally or by other means, in accordance with the canons of the communication disciplines.  |

## 5. Objectives or Learning Outcomes

## Course learning outcomes

Description

Understand the common Anglicisms used in social media and new digital platforms such as 'hashtag' or 'community manager'.

Know the basic legal concepts applicable to the field of information and resolve practical cases linked to fundamental rights and, specifically, to the right to information.

Deliberate about emerging socio-political forms and mechanisms of discourse production in relation to technology.

Distinguish between the different technologies available for the transmission and dissemination of audiovisual data.

Critically analyse and evaluate audiovisual, graphic and written texts, and recognise the aesthetic and political criteria in which they are inscribed.

## 6. Units / Contents

Unit 1: Education and Media Literacy: key concepts

Unit 2: Critical Lecture on Media

Unit 3: Stereotypes and Media

Unit 4: Image Criticism

Unit 5: Disinformation

## 7. Activities, Units/Modules and Methodology

| Training Activity                         | Methodology            | Related Competences (only degrees before RD 822/2021) | ECTS | Hours | As | Com | Description |
|---|------------------------|---|------|-------|----|-----|-------------|
| Class Attendance (theory) [ON-SITE]       | Lectures               | CE06 CE07 CE09 CG02 CG04                              | 2.4  | 60    | N  | -   |             |
| Writing of reports or projects [OFF-SITE] | project-based learning | CB01 CB03 CB04  | 2    | 50    | Y  | N   |             |

|   |                       |            |      |                                      |     |   |   |
|---|-----------------------|------------|------|--------------------------------------|-----|---|---|
| SUF                                     | Self-study [OFF-SITE] | Self-study | CB04 | 1.6                                  | 40  | N | - |
| Total:                                  |                       |            |      | 6                                    | 150 |   |   |
| Total credits of in-class work: 2.4     |                       |            |      | Total class time hours: 60           |     |   |   |
| Total credits of out of class work: 3.6 |                       |            |      | Total hours of out of class work: 90 |     |   |   |

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

## 8. Evaluation criteria and Grading System

| Evaluation System             | Continuous assessment | Non-continuous evaluation* | Description |
|-------------------------------|-----------------------|----------------------------|-------------|
| Theoretical papers assessment | 40.00%                | 40.00%                     |             |
| Test                          | 20.00%                | 20.00%                     |             |
| Final test                    | 40.00%                | 40.00%                     |             |
| <b>Total:</b>                 | <b>100.00%</b>        | <b>100.00%</b>             |             |

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

## 9. Assignments, course calendar and important dates

### Not related to the syllabus/contents

| Hours | hours |
|-------|-------|
|-------|-------|

## 10. Bibliography and Sources

| Author(s)                   | Title/Link   | Publishing house                   | Citv | ISBN                | Year | Description |
|-----------------------------|--|------------------------------------|------|---------------------|------|-------------|
| Arteta, Aurelio             | Tantos tontos tópicos  | Ariel                              |      | 978-84-344-7064-4   | 2012 |             |
| Turkle, Sherry              | En defensa de la conversación : el poder de la conversación  | Ático de los Libros, Catarata ;    |      | 978-84-16222-90-2   | 2019 |             |
| Fernández Vicente, Antonio. | Ciudades de aire : la utopía nihilista de las redes /        | Universidad de Castilla-La Mancha, |      | 978-84-9044-250-0 ( | 2016 |             |
| Sartori, Giovanni           | Homo videns : la sociedad teledirigida /                     | Taurus,                            |      | 978-84-306-0079-3   | 2012 |             |
| Serrano, Pascual (1964-)    | Desinformación : cómo los medios ocultan el mundo /          | Península,                         |      | 978-84-8307-880-8   | 2009 |             |
| O'Neil, Cathy               | Armas de destrucción matemática : cómo el big data aumenta l | Capitn Swing,                      |      | 978-84-947408-4-8   | 2017 |             |
| Fernández Vicente, Antonio. | Educación crítica y comunicación : manual contra el formateo | UOC,                               |      | 978-84-9180-062-0   | 2018 |             |
| Peirano, Marta (1975-)      | El enemigo conoce el sistema : manipulación de ideas, person | Debate,                            |      | 978-84-17636-39-5   | 2020 |             |