

**1. General information****Course:** COMMUNICATION THEORY**Type:** CORE COURSE**Degree:** 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM**Center:** 12 - FACULTY OF COMMUNICATION**Year:** 2**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 16312**ECTS credits:** 6**Academic year:** 2022-23**Group(s):** 30**Duration:** First semester**Second language:****English Friendly:** Y**Bilingual:** N**Lecturer:** MINERVA CAMPOS RABADÁN - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
2.15	DPTO. EN CONSTITUCIÓN		Minerva.Campos@uclm.es	Monday 13-15h Wednesday 16-20h

2. Pre-Requisites

Not established

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

Communication Theory provides knowledge about the complex relations between media production, distribution, and reception in relation to the society where these dynamics take place and the individuals that are involved in.

Within the subject Communication and Journalism Information Theory, the basic subject Communication Theory focuses on

- Communication as a study object
- Models and concepts that are key in the analysis of communication's phenomena and dynamics
- Interpretation and critical analysis in relation to mass society and the contemporary world
- Classic theories and their influence on new approaches
- The contribution of feminist approaches to the Communication theory since the decade of 1970s

4. Degree competences achieved in this course**Course competences**

Code	Description
E02	Capacity and ability to fluently and effectively express and communicate both orally and in writing, by adequately using the most appropriate linguistic and literary resources to each communication medium.
E04	Capacity to read and analyse specialised texts and documents on any relevant topic, and to summarise or adapt them using language or vocabulary understandable to the general public.
E14	Capacity to experiment and innovate by learning and using techniques and methods applied to improvement of quality and self-assessment processes. Develop capacity for autonomous learning, adaptation to change and creativity-driven innovation.
E15	Knowledge of the new trends and behaviours related to consumption of information and entertainment content, as well as of the incidence of NICT on audience behaviour.
E18	Egalitarian awareness with regards to individuals and peoples, respect for international human rights, and knowledge of the great cultural or civilising trends related to individual and collective fundamental values.
G04	Ethical commitment and professional ethics.
G05	Gain knowledge and understanding of Journalism by acquiring rational and critical knowledge of world current affairs in order to understand social phenomena that occur in society today.
G09	Develop the abilities required for Journalism and Communications in general, in order to pursue further postgraduate and professional retraining studies.

5. Objectives or Learning Outcomes**Course learning outcomes**

Not established.

Additional outcomes

Understand communication as a complex subject of study

Understand models and concepts that are key in the Communication Theory in the analysis of phenomena and dynamics within the field

Analyse from a critical perspective communication phenomena and processes that take place in mass society and the contemporary world

Know classic communication theories and their influence on new approaches

Read communication theories on their respective cultural, social, political and historical contexts

6. Units / Contents**Unit 1: Communication as a subject of study****Unit 2: Models for the study of communication****Unit 3: Key concepts in the Communication Theory**

Unit 4: Media and mass communication
Unit 5: Mass culture
Unit 6: Critical Theory and Cultural Industry
Unit 7: Structuralism and Semiotics
Unit 8: Cultural Studies
Unit 9: Reception Studies
Unit 10: Feminist Theories

ADDITIONAL COMMENTS, REMARKS

From the beginning of the semester, students will have a calendar that describes by weeks the contents and activities of the syllabus (available on Campus Virtual). Modifications could be applied to the programme in case it would be required by the proper development of the course

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	E04 E15 E18 G04 G05 G09	1.72	43	N	-	
Group tutoring sessions [ON-SITE]	Combination of methods	E02 E04 E14 E18 G04 G05 G09	0.6	15	N	-	
Writing of reports or projects [OFF-SITE]	Combination of methods	E02 E04 E14	1.04	26	Y	Y	
Writing of reports or projects [OFF-SITE]	Reading and Analysis of Reviews and Articles	E02 E04	1.48	37	Y	Y	
Final test [ON-SITE]	Assessment tests	E02	0.08	2	Y	Y	
Study and Exam Preparation [OFF-SITE]	Combination of methods	E04 E15 E18 G04 G05 G09	1.08	27	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 exam	30.00%	60.00%	
Projects	20.00%	40.00%	
Practicum and practical activities reports assessment	50.00%	0.00%	
Total:	100.00%	100.00%	

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).

Evaluation criteria for the final exam:

Continuous assessment:

It is mandatory to have at least a mark of 4 in the activities developed during the course as well as in the final test. If the mark is lower than 4 in one part, the final mark will be the arithmetic media and, if it results higher than 5, the student will be suspended with 4,9. Marks from previous courses will not be considered.

Students could change from the continuous assessment system to non-continuous evaluation when they have not participated in activities that mean the 50% of the total evaluation activities of the subject. When they would have already reached that 50% and when the classes would have already finished, unless notified otherwise students will be evaluated under the continuous assessment criteria.

Plagiarism and orthographic norms will be applied according to the common Degree rules. This subject will apply evaluation criteria agreed by the UCLM Evaluation Rules as well as the specific evaluation norms approved the Faculty.

Non-continuous evaluation:

The final test will mean the 60% of the final mark in the subject. It will be added the 40% resulted from the individual marks received in the final project and the final work that students should send by the platform Campus Virtual before the final test's official date.

It is mandatory to have at least a mark of 4 in the activities developed during the course as well as in the final test. If the mark is lower than 4 in one part, the final mark will be the arithmetic media and, if it results higher than 5, the student will be suspended with 4,9. Marks from previous courses will not be considered.

Students could change from the continuous assessment to non-continuous evaluation when they have not participated in activities that mean the 50% of the total evaluation activities of the subject. When they would have already reached that 50% and when the classes would have already finished, unless notified otherwise students will be evaluated under the continuous assessment criteria.

Plagiarism and orthographic norms will be applied according to the common Degree rules. This subject will apply evaluation criteria agreed by the UCLM Evaluation Rules as well as the specific evaluation norms approved the Faculty.

Specifications for the resit/retake exam:

It consists in a final test that will mean the 100% of the subject's final mark. In the final test students must get marks higher than 4 in the exercises related to the theory as well as in the exercises related to practical skills. Marks from previous courses and partial evaluations from the continuous or non-continuous evaluation options will not be considered.

Plagiarism and orthographic norms will be applied according to the common Degree rules. This subject will apply evaluation criteria agreed by the UCLM Evaluation Rules as well as the specific evaluation norms approved the Faculty.

Specifications for the second resit / retake exam:

It consists in a final test that will mean the 100% of the subject's final mark. In the final test students must get marks higher than 4 in the exercises related to the theory as well as in the exercises related to practical skills. Marks from previous courses and partial evaluations from the continuous or non-continuous evaluation options will not be considered.

Plagiarism and orthographic norms will be applied according to the common Degree rules. This subject will apply evaluation criteria agreed by the UCLM Evaluation Rules as well as the specific evaluation norms approved the Faculty.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Writing of reports or projects [AUTÓNOMA][Combination of methods]	26
Writing of reports or projects [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	37
Final test [PRESENCIAL][Assessment tests]	2
Study and Exam Preparation [AUTÓNOMA][Combination of methods]	27
General comments about the planning: This programme could be adapted and modified in case of extraordinary measures related to the COVID-19 pandemic. Even in that unexpected situation, activities as well as evaluation percentages would be tried to be maintained as similar as possible to the described ones.	
Unit 1 (de 10): Communication as a subject of study	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Combination of methods]	1
Unit 2 (de 10): Models for the study of communication	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Combination of methods]	1
Unit 3 (de 10): Key concepts in the Communication Theory	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Combination of methods]	1
Unit 4 (de 10): Media and mass communication	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Group tutoring sessions [PRESENCIAL][Combination of methods]	2
Unit 5 (de 10): Mass culture	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Group tutoring sessions [PRESENCIAL][Combination of methods]	2
Unit 6 (de 10): Critical Theory and Cultural Industry	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Combination of methods]	1
Unit 7 (de 10): Structuralism and Semiotics	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Group tutoring sessions [PRESENCIAL][Combination of methods]	2
Unit 8 (de 10): Cultural Studies	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Group tutoring sessions [PRESENCIAL][Combination of methods]	2
Unit 9 (de 10): Reception Studies	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Combination of methods]	1
Unit 10 (de 10): Feminist Theories	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Group tutoring sessions [PRESENCIAL][Combination of methods]	2
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	43
Group tutoring sessions [PRESENCIAL][Combination of methods]	15
Study and Exam Preparation [AUTÓNOMA][Combination of methods]	27
Writing of reports or projects [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	37
Final test [PRESENCIAL][Assessment tests]	2
Writing of reports or projects [AUTÓNOMA][Combination of methods]	26
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description

Martín Barbero, Jesús Tranche, Rafael	De los medios a las mediaciones La máscara sobre la realidad. La información en la era digital	Anthropos Alianza	Barcelona Madrid	2019 2019	
Benjamin, Walter	Illuminations: Essays and Reflections	Schocken Books	Nueva York	1968	
Eco, Umberto	Apocalypse Postponed	New Publisher		2021	
McQuail, Denis	Mass Communication Theory: An Introduction	SAGE Publications		1983	
Strate, Lance	Media Ecology: An Approach to Understanding the Human Condition	Peter Lang		2017	
Ang, Ien	Watching Dallas: Soap Opera and the Melodramatic Imagination	Routledge		1985	
McQuail, Denis	Introducción a la teoría de la comunicación de masas	Paidós	Barcelona	2000	
Gubern, Román	Comunicación y cultura de masas	Península	Barcelona	1977	
Barbero, Martin, et al.	Communication, Culture and Hegemony: From the Media to Mediations	SAGE Publications		1993	
Horkheimer, Max y Theodor Adorno	Dialectic of Enlightenment	Stanford University Press		2002	
Horkheimer, Max y Theodor Adorno	Dialéctica de la Ilustración	Trota	Madrid	1997	
McLuhan, Marshall	El medio es el masaje: Un inventario de efectos	La Marca Editora		2017	
Morley, David	Televisión, audiencias y estudios culturales	Amorrrortu	Buenos Aires	1996	
Hall, Stuart	Codificación y descodificación del discurso televisivo http://revistas.ucm.es/index.php/CIYC/article/view/CIYC0404110215A/7318			1004	CIC. Cuadernos de Información y Comunicación, nº9
Benjamin, Walter	Discursos interrumpidos I	Taurus	Buenos Aires	1989	
Martel, Frédéric	Cultura Mainstream. Cómo nacen los fenómenos de masas	Santillana	Madrid	2011	
Eco, Umberto	Apocalípticos e integrados	Lumen		2008	
McLuhan, Marshall	Understanding Media: The Extensions of Man	The MIT Press		1994	
McLuhan, Marshall	The Medium is the Message: An Inventory of Effects	Gingko		2000	
Kaplan, E. Ann	Women and Film Both Sides of the Camera Tapa	Methuen Publishing Ltd		1983	
Mulvey, Laura	Placer visual y cine narrativo			2007	Crítica feminista en la teoría e historia del arte. Karen Cordero Reiman e Inda Sáenz, comps. México: Universidad Iberoamericana/PUEG: 2007. 81-93.
Mulvey, Laura	Visual Pleasure and Narrative Cinema			1975	Screen 16, 3 (otoño, 1975). 6-18.
Mattelart, Armand y Michelle Mattelart	Historia de las teorías de la comunicación	Paidós	Barcelona	1995	
Carrera, Pilar	Teorías de la comunicación mediática	Tirant Lo Blanch	Valencia	2008	
McLuhan, Marshall	Comprender los medios de comunicación: las extensiones del ser humano	Paidós	Barcelona	1996	
Barthes, Roland	Lo obvio y lo obtuso	Paidós	Barcelona	1995	
Scolari, Carlos	Ecología de los medios: entornos, evoluciones e interpretaciones	Paidós	Barcelona	2015	
Scolari, Carlos	Media Evolution: sobre el origen de las especies mediáticas	La Marca Editoria		2020	9508893400
Barthes, Roland	Image, Music, Text.	Hill		1977	
Mortensen, David	Communication Theory	Routledge	Nueva York	2007	
Hall, Stuart	Culture, Media, Language	Hutchinton		1980	
Kaplan, E. Ann	Las mujeres y el cine : a ambos lados de la cámara	Cátedra	Madrid	1998	
Morley, David	The 'Nationwide' Audience: Structure and Decoding	BFI	Londres	1980	