



UNIVERSIDAD DE CASTILLA - LA MANCHA

GUÍA DOCENTE

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: 2023-24

Group(s): 30

Duration: C2

Second language:

English Friendly: N

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.fvicente@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

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

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.

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	

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
Practical exam	50.00%	50.00%	
Final test	50.00%	50.00%	
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).

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	City	ISBN	Year	Description
Vargas Llosa, Mario (1936-)	La civilización del espectáculo /	Debolsillo, Fondo de Cultura		978-84-9062-559-0	2020	
Cassin, Barbara.	Googléame : la segunda misión de los Estados Unidos /	Económica : Biblioteca Nacional,		978-950-557-751-4	2008	
Ordine, Nuccio	La Utilidad de lo inútil: manifiesto	Acantilado		978-84-15689-92-8	2014	
Han, Byung-Chul	No cosas : quiebras del mundo de hoy /	Taurus,		978-84-306-2434-8	2021	
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	
Sontag, Susan 1933-2004	Ante el dolor de los demás	Alfaguara		978-84-204-6670-5	2007	