



1. General information

Course: MEDIA LITERACY
Type: BASIC
Degree: 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM
Center: 12 - FACULTY OF COMMUNICATION
Year: 1
Main language: Spanish
Use of additional languages:
Web site:

Code: 16303
ECTS credits: 6
Academic year: 2023-24
Group(s): 30
Duration: First semester
Second language: English
English Friendly: Y
Bilingual: N

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Lecturer: NIEVES LIMÓN SERRANO - Group(s): 30				
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2. Pre-Requisites

Not established

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

Media literacy is part of the basic training as well as the module Theory of communication and journalistic information. The critical relationship with the world of the mass media is fundamental for every citizen and even more so, if possible, for future graduates. Provix

4. Degree competences achieved in this course

Course competences

Code	Description
E07	Capacity and ability to express reasoned ideas by using rhetoric and contributions from new argumentation theories, as well as communicative techniques applied to persuasion.
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.
E16	Critical knowledge of media influence on Education and of the relation of the media with schools, as well as of the potential of the new Information and Communication Technologies and multimedia systems for development of off-site learning and knowledge.
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.

5. Objectives or Learning Outcomes

Course learning outcomes

Not established.

Additional outcomes

To "read" media texts so that they can be transmitted according to their own and critical interpretation. To understand media texts in standard English. To build media discourses autonomously. To know the consumption patterns in the mass media and in the new digital media. To appreciate the relevance of media literacy and media education in the processes of shaping a political and active citizenship. To question journalistic messages in their socio-economic context. To understand the rhetoric of the different languages of the media, from the cinema, radio, press and television to the new media. To describe in a general way the operation of the media, especially in the political, economic and cultural aspects that influence the communicative intentions or the persuasive implications. To analyze audiovisual, graphic and written texts and know how to distinguish the models of reality that they present.

6. Units / Contents

Unit 1: Education and Media Literacy: Key Concepts

Unit 2: Rhetoric of the media (the word, the writing, the image).

Unit 3: Stereotypes in cinema and advertising: transmission of values and points of view

Unit 4: Critical analysis of the television and radio show

Unit 5: Interpretive models of news and information in the press: the frames of reference

Unit 6: Media for Education

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		1.16	29	N	-	
In-class Debates and forums [ON-SITE]	Cooperative / Collaborative Learning		0.52	13	Y	N	
Group tutoring sessions [ON-SITE]	Cooperative / Collaborative Learning		0.39	9.75	Y	N	
Writing of reports or projects [OFF-SITE]	Guided or supervised work		1.68	42	Y	Y	
Project or Topic Presentations [ON-SITE]	Individual presentation of projects and reports		0.33	8.25	Y	Y	
Study and Exam Preparation [OFF-SITE]	Self-study		1.92	48	Y	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
Final test	40.00%	50.00%	
Fieldwork assessment	45.00%	50.00%	
Assessment of problem solving and/or case studies	15.00%	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:

To make a weighted average, a 4 must be obtained as a cut-off mark both in the practical project and in the theoretical exam. Otherwise the failed parts of the subjects must be retaken in the extraordinary call.

In this case, a 4.5 will appear in the minutes of the ordinary call, which indicates that the subject is failed, at the expense of reaching the final mark in the retake exam.

To pass the course, it is necessary to score at least a 5 on average, taking into account all the evaluable items and their weightings.

All material explained in class is likely to be examination material.

This course does not keep grades from one course to another. If the average in the retake exam does not give a 5, the whole subject must be retaken.

This planning may be adapted and undergo slight modifications in the event that any extraordinary measure related to the pandemic is undertaken.

However, even in an unforeseen scenario, an attempt will be made to maintain the evaluation percentages with maximum fidelity.

Non-continuous evaluation:

In the non-continuous evaluation, the students present the practical project and take the final exam. The percentages differ from those of continuous assessment, 50% corresponding to the theoretical exam and 50% to the practical project.

The evaluation material will be the same for the students who take advantage of this modality, and it is their responsibility to get the study material, regardless of whether or not he or she goes to the virtual campus.

All material explained in class is likely to be examination material.

This course does not keep grades from one course to another. If the average in the extraordinary does not give a 5, the whole subject must be retaken.

To make a weighted average, a 4 must be obtained as a cut-off mark both in the practical project and in the theoretical exam. Otherwise the failed parts must be recovered in the retake exam.

In this case, a 4.5 will appear in the minutes of the ordinary call, which indicates that the subject has failed, at the expense of reaching the final grade final in the retake exam.

To pass the course, it is necessary to score at least a 5 on average taking into account all the evaluable items and their weightings.

This planning may be adapted and undergo slight modifications in the event that any extraordinary measure related to the pandemic is undertaken.

However, even in an unforeseen scenario, an attempt will be made to maintain the evaluation percentages with maximum fidelity to what is stated in this guide.

Specifications for the resit/retake exam:

The same results as in the ordinary call must be presented. In other words, the retake exam does not exclude the realization of practical tasks.

9. Assignments, course calendar and important dates

Not related to the syllabus/contents

Hours	hours
Unit 1 (de 6): Education and Media Literacy: Key Concepts	
Activities	Hours

Class Attendance (theory) [PRESENCIAL][Lectures]	4.1
In-class Debates and forums [PRESENCIAL][Cooperative / Collaborative Learning]	2.1
Group tutoring sessions [PRESENCIAL][Cooperative / Collaborative Learning]	1.6
Writing of reports or projects [AUTÓNOMA][Guided or supervised work]	7
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	1.3
Study and Exam Preparation [AUTÓNOMA][Self-study]	8
Unit 2 (de 6): Rhetoric of the media (the word, the writing, the image).	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4.8
In-class Debates and forums [PRESENCIAL][Cooperative / Collaborative Learning]	2.1
Group tutoring sessions [PRESENCIAL][Cooperative / Collaborative Learning]	1.6
Writing of reports or projects [AUTÓNOMA][Guided or supervised work]	7
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	1.3
Study and Exam Preparation [AUTÓNOMA][Self-study]	8
Unit 3 (de 6): Stereotypes in cinema and advertising: transmission of values and points of view	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4.8
In-class Debates and forums [PRESENCIAL][Cooperative / Collaborative Learning]	2.1
Group tutoring sessions [PRESENCIAL][Cooperative / Collaborative Learning]	1.6
Writing of reports or projects [AUTÓNOMA][Guided or supervised work]	7
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	1.3
Study and Exam Preparation [AUTÓNOMA][Self-study]	8
Unit 4 (de 6): Critical analysis of the television and radio show	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4.8
In-class Debates and forums [PRESENCIAL][Cooperative / Collaborative Learning]	2.1
Group tutoring sessions [PRESENCIAL][Cooperative / Collaborative Learning]	1.6
Writing of reports or projects [AUTÓNOMA][Guided or supervised work]	7
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	1.3
Study and Exam Preparation [AUTÓNOMA][Self-study]	8
Unit 5 (de 6): Interpretive models of news and information in the press: the frames of reference	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4.8
In-class Debates and forums [PRESENCIAL][Cooperative / Collaborative Learning]	2.1
Group tutoring sessions [PRESENCIAL][Cooperative / Collaborative Learning]	1.6
Writing of reports or projects [AUTÓNOMA][Guided or supervised work]	7
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	1.3
Study and Exam Preparation [AUTÓNOMA][Self-study]	8
Unit 6 (de 6): Media for Education	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	5.7
In-class Debates and forums [PRESENCIAL][Cooperative / Collaborative Learning]	2.5
Group tutoring sessions [PRESENCIAL][Cooperative / Collaborative Learning]	1.75
Writing of reports or projects [AUTÓNOMA][Guided or supervised work]	7
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	1.75
Study and Exam Preparation [AUTÓNOMA][Self-study]	8
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	29
Writing of reports or projects [AUTÓNOMA][Guided or supervised work]	42
In-class Debates and forums [PRESENCIAL][Cooperative / Collaborative Learning]	13
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	8.25
Study and Exam Preparation [AUTÓNOMA][Self-study]	48
Group tutoring sessions [PRESENCIAL][Cooperative / Collaborative Learning]	9.75
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Barthes, Roland	Lo obvio y lo obvio : imágenes, gestos, voces	Paidós		84-7509-400-7	1992	
Bourdieu, Pierre (1930-2002)	Sobre la televisión	Anagrama		84-339 0547-3	2003	
Bueno, Gustavo (1924-)	Telebasura y democracia	Suma de Letras		84-663-1070-3	2003	
Burke, Peter	Visto y no visto : el uso de la imagen como documento	Crítica		84-8432-631-4	2005	
Cass Sunstein	Rumorología	Debate			2010	
Serrano, Pascual	Desinformación : cómo los medios ocultan el mundo	Península		978-84-8307-880-8	2009	
McChesney, Robert Waterman (1952-)	Rich media, poor democracy : communication politics in dubio	The New Press		1-56584-634-6	2000	
Morduchowicz, Roxana	A mí la tele me enseña muchas cosas : la educación en medios	Paidós		950-12-6133-6	2001	
Moreno Marimón, Montserrat	Cómo se enseña a ser niña : el sexismo en la escuela	Icaria		84-7426-126-0	2000	
Postman, Neil	Divertirse hasta morir : el discurso público en la era del	Ediciones de la Tempestad		84-7948-046-7	2001	
Pérez Torno, José Manuel	El desafío educativo de la televisión : para comprender y us	Paidós		84-493-0055-X	1994	
Ramonet, Ignacio (1943-)	La golosina visual	Debate		84-8306-305-0	2000	
Ramonet, Ignacio (1943-)	La tiranía de la comunicación	Debate		84-8306-106-6	1998	
Reig, Ramón	Dioses y diablos mediáticos : cómo manipula el poder a travé	Urano		84-7953-552-0	2004	
Romano, Vicente	Ecología de la comunicación	Hiru		84-95786-41-9	2004	
Romano, Vicente	Sociogénesis de las brujas : el origen de la discriminación	Editorial Popular		978-84-7884-374-9	2007	
Said, Edward W.	Cubriendo el islam : cómo los medios de comunicación y los e	Debate		84-8306-644-0	2005	
Salmon, Christian	Tumba de la ficción	Anagrama		84-339-6160-8	2001	
Sartori, Giovanni	Homo videns : la sociedad teledirigida	Taurus		84-306-0469-3	2003	
Serrano, Pascual	Traficantes de información : la historia oculta de los grupo	Foca		978-84-96797-50-5	2010	
Sontag, Susan (1933-2004)	Ante el dolor de los demás	Alfaguara		978-84-204-6670-5	2007	
Trejo Delarbre, Raúl	La nueva alfombra mágica : usos y mitos de Internet, la red	Fundesco		84-8112-054-5	1996	
Vilches, Lorenzo	La Lectura de la imagen : prensa, cine, televisión	Paidós		84-7509-241-1	1995	
Fernández Vicente, Antonio.	Educación crítica y comunicación : manual contra el formateo	UOC,		978-84-9180-062-0	2018	
Chomsky, Noam	Cómo nos venden la moto	Icaria		84-7426-245-3	2006	
Chomsky, Noam	Ilusiones necesarias : control del pensamiento en las socie	Libertarias-Prodhufl		84-87095-90-9	1992	
Clara Valverde	No nos lo creemos	Icaria			2013	
Díaz Nosty, Bernardo	El déficit mediático : donde España no converge con Europa	Bosch		84-9790-120-7	2005	
Ferguson, Robert	Los medios bajo sospecha : ideología y poder en los medios d	Gedisa		978-84-9784-124-5	2007	
Grupo Marouse	De la miseria humana en el medio publicitario	Melusina			2003	
Gutiérrez Martín, Alfonso	Alfabetización digital : algo más que ratones y teclas	Gedisa		84-7432-877-2	2003	
HIRSCHMAN, Albert O.	Retóricas de la intransigencia	Fondo de Cultura Económica		968-16-3563-9	1991	
Lakoff, George	No pienses en un elefante : lenguaje y debate político	Universidad Complutense de Madrid		978-84-7491-813-7	2007	
Latouche, Serge, 1940-	Sobrevivir al desarrollo : de la descolonización del imagina	Icaria		978-84-7426-426-5	2009	
Mander, Jerry	Cuatro buenas razones para la eliminar la televisión	Gedisa		84-9784-051-8	2004	
Martí Lahera, Yohannis	Alfabetización informacional	Anagrama		978-987-1305-19-3	2007	
Mattelart, Armand	Diversidad cultural y mundialización	Paidós		84-493-1835-1	2005	
Mattelart, Armand	Historia de la sociedad de la información	Paidós		84-493-1191-8	2002	
Schiller, Herbert I.	Aviso para navegantes	Icaria		84-7426-279-8	1996	
Schiller, Herbert I.	Comunicación de masas e imperialismo yanqui	Gustavo Gili		84-252-0630-8	1976	
Searle, John R.	Construction of social reality	Penguin		0-14-023590-6	1996	