

## 25312 - The structure of communication

### Información del Plan Docente

|                  |                                      |
|------------------|--------------------------------------|
| Academic Year    | 2017/18                              |
| Faculty / School | 103 - Facultad de Filosofía y Letras |
| Degree           | 272 - Degree in Journalism           |
| ECTS             | 6.0                                  |
| Year             | 2                                    |
| Semester         | First Four-month period              |
| Subject Type     | Basic Education                      |
| Module           | ---                                  |

### **1.General information**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.Methodological overview**

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

#### **5.2.Learning tasks**

- Theoretical lectures.

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- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

### 5.3.Syllabus

1. Functional school
2. Critical school
3. Competence
4. Technology
5. Regulation
6. Globalisation
7. Social change
8. Spain
9. Europe
10. Africa and the Middle East
11. America
12. Asia

### 5.4.Course planning and calendar

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts ( *Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

### 5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BC] Artero Muñoz, Juan Pablo. Notas de estructura de la comunicación / Juan Pablo Artero Muñoz . [Pamplona] : Ulzama, D.L. 2010

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- [BC] Doyle, Gillian. Understanding Media Economics / Gillian Doyle. London : Sage, 2013
- [BC] McQuail, Denis. McQuail's mass communication theory / Denis McQuail . 6th ed. London [etc.] : Sage, 2010|g(2011 repr.)
- [BC] Reig, Ramón. Los dueños del periodismo : claves de la estructura mediática mundial y de España / Ramón Reig . 1ª ed. Barcelona : Gedisa, 2011
- [BC] Who owns the world's media? / Eli Noam (ed.). New York : Oxford University Press, 2015