

25312 - The structure of communication

Syllabus Information

Academic year: 2023/24

Subject: 25312 - The structure of communication

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

The subject Structure of communication is defined by the consideration of the action of the media as private companies or public entities in the context of a society.

Knowledge of this subject will pay attention to the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030: 4 Quality education, 5 Gender equality, 10 Reducing inequalities, 16 Peace, justice and strong institutions and 17 Partnerships to achieve the goals.

Communication Structure is part of the Analysis and Interpretation of Reality module. Therefore, from the core of subjects dedicated to know the political, economic, historical, social and cultural environment, within which the communicative context constitutes a piece of first order.

2. Learning results

The learning results derive directly from the acquisition of the following competencies:

- Understand a knowledge base of the structure of the communicative system through its different spheres: international, national, autonomous and local and know how to apply it to the analysis and interpretation of the relationship between the processes of production of journalistic information and the functioning of the communicative system, with indicators: Examination and analysis of several Spanish media to interpret and develop hypotheses about their position and relationships in the information ecosystem.
- Understand a knowledge base of the communication policies (governmental and private) that shape the communication system and its historical evolution and know how to manage and apply it to analyze and interpret the complex relationships and linkages between the communication system and the social, political and economic systems, with indicators: Review and analysis of international media.

3. Syllabus

1. Functional school
2. Critical school
3. Competition
4. Technology
5. Regulation
6. Globalization
7. Social change
8. Spain
9. Europa
10. Africa and Middle East
11. America
12. Asia

4. Academic activities

The subject will consist of lectures by the lecturer, individual and group work by the students on cases, seminar sessions on the work and its relation to the central contents of the subject and individual and group tutorials .

Learning activities include:

1. Active attendance to lectures given by the teacher.

2. Reading of the bibliographic material proposed by the teacher.
3. Search and analysis of journalistic and documentary biblio-hemerographic sources in references to the media system international and national.
4. Write a research report with academic university criteria (not journalistic).

5. Assessment system

First Call

Global assessment

A) Individual work of documentation, analysis and essay on a topic related to the structure of communication. The following will be assessed at: - the quality of the documentary sources used, - the topicality of the information and its critical analysis, - the description of the communication market and - the relationships established between media ownership and the political and economic system . Value on the final grade: 30%.

B) Final exam on the contents of the subject and the mandatory readings proposed by the teacher. The following will be taken into account: - the definition and relationship between theoretical concepts, - the application to course work, - the critical analysis of theories and models, and - the academic writing. Value on the final grade: 70%.

Second Call

Global evaluation test identical to the first one.