

25329 - Information and communication theory

Syllabus Information

Academic year: 2023/24

Subject: 25329 - Information and communication theory

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 272 - Degree in Journalism

ECTS: 6.0

Year: 3

Semester: Second Four-month period

Subject type: Compulsory

Module:

1. General information

The subject Communication and Information Theory is defined by its consideration of human communication and the media in the context of contemporary society and professional practice. The aim is therefore to analyze and critically understand communication in relation to the social system.

The approaches and goals of the subject are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the learning results will contribute to some extent to the achievement of goals 4, 5, 10, 16 and 17.

2. Learning results

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

- Comprehend a knowledge base on the conceptual foundations for the theoretical-practical knowledge of information and communication and its different manifestations of the elements, forms, processes and structures of communication, as well as the methods of research in communication, with the indicators: Apply knowledge to the contextualization of theories in the sociocultural environment of production through the analysis of concrete examples. Apply knowledge to the identification of communication models based on from the reading and interpretation of theoretical documents.
- Apply procedural knowledge to problem solving, with identifiers: Apply knowledge to the problem of associating theoretical models to communicative products

3. Syllabus

1. Communication and communicology.
2. Modern society and communication.
3. Communication and capitalist society.
 - 3.1- Functionalist and Effects Theory.
 - 3.2- Critical Theory.
4. The communicational production of power.
 - 4.1- Power and communication.
 - 4.2- Alternative communication and social movements.
5. Communication technologies.
 - 5.1- Media ecology.
 - 5.2- Information and technology.
6. Algorithms and artificial intelligence.

4. Academic activities

Active attendance to lectures.

Reading of the proposed bibliographic material.

Search and analysis of documentary sources that contextualize the readings.

Analysis of news and academic papers: presentation and critical review of the results obtained.

Analysis of communication products in order to associate them to theoretical models.

Response to questionnaires for reading each text, writing and presentation of reports.

Assessment tests.

5. Assessment system

First Call.

Continuous Assessment.

1. Essay by two students on some of the academic texts proposed in the subject (30 %).
2. Group monograph (3 to 5 members) with oral presentation on some of the academic texts proposed and applied to a current topic. Monograph: e10 to 15 pages. Exhibition: 20 minutes per group, copies will be provided. (70%: monograph 40%; exhibition 30%).

Criteria for assessment: clear and correct writing, careful presentation and no spelling mistakes; reflective personal work with indicators of the socio-cultural reality; adequate and critical handling of concepts, theories and bibliography; creativity thematic and critical analysis with respect to preconceived ideas.

All three tests must be passed with at least 50% of the maximum grade.

Global Assessment.

Written test on the contents and required readings. It will consist of a questionnaire of 10 relational questions and development.

Assessment criteria: clear and correct writing, careful presentation without spelling mistakes; correctness of the definitions and ability to relate concepts, authors and theories to each other; critical analysis of theories and models; exhibition of explanations and theoretical arguments of the communication phenomenon.

Second Call

Global evaluation test identical to the first one.