

25350 - Mass culture theory

Syllabus Information

Academic year: 2023/24

Subject: 25350 - Mass culture theory

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 272 - Degree in Journalism

ECTS: 6.0

Year:

Semester: Second Four-month period

Subject type: Optional

Module:

1. General information

The subject is defined by its consideration of contemporary culture and the media in the context of today's society. Therefore, the aim is to analyze and critically understand culture in relation to the social system and communicativesystem.

Theory of mass culture is part of the module "Conceptual bases and context of journalistic activity" in which "the student learns about the theoretical framework of the world of communication and the professional environment in which their activity takes place, with the goal of facilitating their integration and providing them with the conceptual tools necessary to stimulate their capacity for reflection and innovation on the media."

The following Sustainable Development Goals are addressed:

Goal 4: Quality Education.

Goal 5: Gender Equality.

Goal 10: Reduction of Inequalities

Goal 16: Peace, Justice and Strong Institutions

Goal 17: Alliances to Achieve goals.

2. Learning results

The learning results are directly derived from the acquisition of the following competency:

Understand a body of knowledge of mass cultural theory and apply it to relate phenomena of modern societies and mass communication processes and documents, with indicators: apply the foundations of the theory of mass culture to examine and analyse different approaches in articles and scientific works in this field: apply the concepts of identity and mass communication to identify the basic elements of a social identity in a social structure and in its media communication in concrete examples.

3. Syllabus

-Mass culture as a context. Popular culture and mass culture.

-Culture, difference and identity. Gender and identity politics. Multiculturalism and nationalism.

-Postmodernity and cultural logic of capitalism. Postcolonialism and globalization.

-Lifestyles, work, beliefs. Cultural market, technologies, media.

-Mass communication, spectacle and consumer society.

4. Academic activities

1. Expository classes

Sessions where the fundamentals of mass cultural theory will be explained and how to apply them to phenomena of contemporary society.

2. Case analysis and resolution

Sessions for the study and discussion of examples of popular culture and mass culture, which raise reflections on identity, nationality, postcolonialism, multiculturalism, spectacle and consumer society. scientific articles on the theory of postmodern mass culture will be reviewed and analyzed

3. Assessment

Sessions to present in public and argue about concepts and issues related to mass cultural theory that will support the essay to be done the essay that will have to be carried out.

5. Assessment system

First Call

Continuous assessment

1.- Make a presentation of one of the proposed readings.

Value: 20% of the final grade.

Criteria:

- rigor and creativity of personal reflection;
- accuracy and adequate and critical handling of concepts, theories and bibliography;
- application, exemplification and analysis of cultural reality
- correct use of technological aids
- rhetoric and use of spoken language

2.-Writing of an academic essay with a choice of an individual topic in relation to the contents of the subject and in agreement with the teacher. Length: between 4000 and 5000 words.

Value: 80% of the final grade.

Criteria:

- clear and correct writing, neat presentation and no spelling mistakes;
- the work of personal reflection with indicators of cultural reality and theories;
- adequate and critical handling of concepts, theories and bibliography;
- thematic creativity and critical analysis of preconceived ideas.

Global assessment

Writing an academic essay with a choice of an individual topic in relation to the contents and bibliography of the subject . Length: between 6000 and 7000 words.

Criteria:

- clear and correct writing, neat presentation and no spelling mistakes;
- the work of personal reflection with indicators of cultural reality and theories;
- adequate and critical handling of concepts, theories and bibliography;
- thematic creativity and critical analysis of preconceived ideas

Second Call

Global evaluation test identical to the first one.