

66656 - From mass media to social media

Syllabus Information

Academic year: 2023/24

Subject: 66656 - From mass media to social media

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 640 - Master Degree in Late Modern and Contemporary History

ECTS: 5.0

Year: 1

Semester: First Four-month period

Subject type: Optional

Module:

1. General information

This subject aims to analyse the milestones that make up the History of Contemporary Social Communication. It outlines the relations between social and communicative changes from the 19th to the 21st century. It provides the theoretical and methodological basis for the analysis and knowledge of mass media and journalism.

Such approaches and objectives are aligned with the following Sustainable Development Goals (SDGs): 4- Quality education. 5- Gender equality. 10- Reduction of inequalities. 16- Peace, justice and solid institutions. 17- Alliances to achieve objectives. The subject requires the comprehension of texts in English.

2. Learning results

CO_01 Demonstrate a thorough knowledge of the different methodological approaches and historiographical trends related to the Contemporary Age

CP_02 Ability to use and generate scientific knowledge in the field of Contemporary History

CP_07 Commitment to the responsible use of information sources, evidenced through respect for data protection, copyrights and their reliable and critical use

CO_02 Be able to read, summarize or transcribe and analyse historical documents in a relevant manner

CP_03 Ability to analyse, summarise and interpret the problems and processes of contemporary history

CP_06 Show professional integrity, committing to quality standards at work, demonstrating scientific honesty and valuing individual and collective responsibility in achieving a sustainable future.

CP_05 Acquire the ability to understand concepts and ideas and express them clearly, taking into account the gender perspective, in an inclusive, multicultural and multilingual context

CO_03 Write essays or summaries of a historiographic nature as well as research works, using the language and rules of scientific communication

CP_04 Ability to communicate, orally and in writing, their knowledge and historical arguments to specialized and non-specialized audiences in a clear and orderly manner

CP_08 Acquire the ability to develop critical thinking aimed at a deep understanding of complex situations

CO_04 To attain a mastery of the knowledge and methods of contemporary history that will allow the student to pursue doctoral studies in the future

HA_06 Possess the skills to continue advancing in the knowledge of contemporary history

3. Syllabus

1.Public opinion and mass communication.

2.History of contemporary journalism.

3.The revolution of digital information 20th-21st centuries.

4.The journalistic media as a historical source.

4. Academic activities

Teaching methodology:

- Master class: theoretical-practical exposition of the fundamental facts and ideas.
- Seminar: study, discussion and solving of problems and case studies related to the theoretical and practical concepts based on the readings done by the students.
- Moodle: we will make an intensive use of the digital teaching platform.

Training activities:

- Expository classes
- Source and resource management
- Personal work of the student on readings, texts, sources and resources for the preparation of other activities
- Discussions
- Written development of a topic: individual work by students to prepare an essay.

5. Assessment system

First call: continuous assessment:

- Attendance and active participation in class activities - 10%
- Critical discussion in the classroom by students - 30%
- Preparation of an individual written essay on a topic of the subject supervised by the teacher - 60%

Assessment criteria:

- Active participation and critical debate on topics related to the subject
- Presentation of an individual written work supervised by the teacher. Its length must be around 8,000 words and it shall address a topic related to the subject. The formal aspects and the information accuracy will be valued.

First call: overall evaluation: Written test on the contents of the subject: weighting, 100%.

Second call: global assessment: identical to the first call.