COURSE DESCRIPTION

COURSE/SUBJECT: THEORY OF COMMUNICATION AND INFORMATION

YEAR 1 | ANNUAL COURSE

SEMESTER: 1ST AND 2ND

DEGREE: JOURNALISM

MODALITY: ON-CAMPUS

ACADEMIC YEAR 2017/2018

FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES

1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

Name: Theory of Communication and Information	
Code:	
Year (s) course is taught: 1st	Semester (s) when the course is taught: 1st & 2nd
Type: Core Subject	ECTS of the course: 9	Hours ECTS: 30
Language: English	Modality: On-campus
Degree (s) in which the course is taught: Journalism	
School which the course is taught: Humanities and Communication Sciences	

2.- ORGANIZATION OF THE COURSE:

Department: Journalism
Area of knowledge: Journalism

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERS:

Responsible of the Course	CONTACT
Name:	Jorge Cardoso Castro
Phone (ext):	91 456 42 00 Ext. 4273
Email:	j.cardoso.fhum@ceu.es
Office:	Nº3, 3rd floor (Edificio de Saint Dominique)
Teaching and Research profile	Doctor in Information Sciences (Social Communication) and Assistant Professor at CEU San Pablo University
Research Lines	Social mediation, Communication and social change, Effects of messages on the audience, Uses of communication

Lecturer(s)	CONTACT
Name:	Elena Cebrián Guinovart
Phone (ext):	91 456 42 00 Ext. 4295
Email:	ecebrian@ceu.es
Office:	Planta baja, Despacho 10 Chalé Vasco

Lecturer(s)	CONTACT
Name:	Roberto Gelado Marcos
Phone (ext):	91 456 42 00 Ext. 4281
Email:	roberto.geladomarcos@ceu.es

Office:	Despacho Nº12, 4ª Planta (Edificio de Saint Dominique)

Lecturer(s)	CONTACT
Name:	María Elena Mazo Salmerón
Phone (ext):	91 456 42 00 Ext. 4254
Email:	mariaelena.mazosalmeron@ceu.es
Office:	Planta 4ª Despacho 14 (Edificio de Saint Dominique)

2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher's tutorial times published on the students' Virtual Campus.

3. COURSE DESCRIPTION

Understanding of Social Communication as a field of academic analysis and reflection in front of its daily use and not critical. Theories, concepts and fundamental elements in communication studies, as well as the basic characteristics of the communicative process. Different perspectives from which the communication has been investigated and the effects attributed to it. Evolution of societies in terms of the communicative phenomena. Sociological theories and theories of communication. Critical analysis of the place of communication in today's society, as well as the conditions to which it is subjected. Analysis and knowledge of the fundamentals of the communicative activity. Study of the communicative content from a descriptive, critical and evaluative point of view. Study and knowledge of didactics and methodology of information and information systems.

4. COMPETENCIES

1.- COMPETENCIES

Code	Basic and General Competencies
BS1	Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.
BS2	Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.
BS3	Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.

Code	Specific Competencies
SC4	Understanding of Social Communication as a field of academic analysis and reflection as opposed to its everyday, uncritical use.

SC5	Capacity to understand the fundamental concepts and elements in studies on communication and the basic characteristics of the communication process.
SC6	Knowing how to distinguish between the different perspectives from which communication has been researched and the effects attributed to it.
SC7	Knowing how to distinguish between the different forms of communication and its functions while critically analysing the place of information and journalism in present-day society as well as the determining factors to which this is subject.
SC8	Understanding the structure of digital media, new trends and the elements of digital narration or non-linear writing.
SC9	Locating, ordering, classifying and analysing the pertinent sources of information in each case.
SC10	Understanding the basic principles of advertising and strategic communication.
SC11	Capacity to analyse the communicative intention of messages.

2.- LEARNING OUTCOMES:

Code	Learning outcomes
	Understanding of Social Communication as a field of academic analysis and reflection in relation to its daily and uncritical use, and the study of Theories, concepts and fundamental elements in communication studies.
	Critical analysis of the situation of communication in today's society, as well as the elements that might affect it.

5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS` ASSIGNMENT:

Total hours of the course	270

Code	Name	On-campus hours
LA2	SEM - Seminar	90
TOTAL Presence Hours		90

Code	Name	Not on-campus hours
	Self student work	180

2.- DESCRIPTION OF LEARNING ACTIVITIES:

Activity	Definition
LA2 Seminar	Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.

LA7 Self Student Work	Educational activity in which students independently manage their own learning by virtue of study of educational material.

6. ASSESMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- Attendance to conferences organized by the Faculty, specific to the degree or linked to a subject, are considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the teacher as part of teaching imparted.

2.- ASSESMENT SYSTEM AND CRITERIA:

ORDINARY EXAMINATION (continuous assessment)		
Code	Name	Percentage
AS2 (I)	Follow up tests (2-4)	10%
AS2 (II)	EX – Written Exam (midterm)	20%
AS2 (III)	EX – Written Exam	20%
AS5 (I)	TR – Assessment of Papers and Projects (3-6)	30%
AS5 (II)	TR – Assessment of Readings	20%

RE-TAKE EXAM/EXTRAORDINARY EXAMINATION		
Code	Name	Percentage
AS2	EX – Written Exam	100%

3.- DESCRIPTION OF ASSESSMENT CRITERIA:

Assesment criteria	Definition
AS2 (I)	Short questions
AS2 (II)	Short questions
AS2 (III)	Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.
AS5 (I)	Group and solo work, related with the theoretical content of the module
AS5 (II)	The lecturer will choose a set of books to comment about during the year. Those would be criticised and reviewed by the student.

7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

Unit 1. - Communication and Information

Unit 2. - Signs and messages: semiotics

Unit 3. - Analysis of the media

Unit 4. - From the mass society to the interactive society

Unit 5. - Basic communication models

Unit 6. - Theories of the Uses and Effects of Communication

Unit 7. - Freedom of expression and social function of communication

Unit 8. - The communicator and his responsibility

Unit 9. - Communication, truth and objectivity

Unit 10. - Communication and Persuasion

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:

Balnaves, M., Hemelryk, S., Shoesmith, B., Media Theories & Approaches. A Global Perspective, London, Palgrave, 2009.

McQuail, D. McQuail's Mass Communication Theory. London, Routledge, 5th edition.
McQuail, D. & Windahl, S. Communication Models for the Study of Mass Communications. London/New York, Longman, 1993.

2.- ADDITIONAL BIBLIOGRAPHY:

Baudrillard, J.. Simulacra and Simulation, The University of Michigan, 1994.
Berger, A. A. 50 Ways to Understand Communication: A Guided Tour of Key Ideas and Theorists in Communication, Media, and Culture, Oxford, Rowman& Littlefield Publishers, 2006.
Boddy, W. "Is it TV yet? The Dislocated Screens of Television in a Mobile Digital Culture". In J. Bennett & N. Strange (eds.). Television as Digital Media, Duke University Press, 2011.
Boyd Barrett, O. & Newbold, C. Approaches to media. A Reader, London, Arnold, 1995.
Briggs, A. & Burke, P. Social History of the Media. From Gutenberg to the Internet, Cambridge, Polity Press, 2009.
Castells, M. The Rise of Network Society. The Information Age, Economy, Society and Culture (Vol .1), Oxford: Blackwell, 1996.
Castells, M. Communication Power. Oxford: Oxford University Press, 2013.
Cobley, P. & Schulz, P.J. Theories and Models of Communication, Berlin, Walter de Gruyter, 2013.
Devereux, E. Media Studies, London, Sage, 2007.
Eisenstein, E. L. The printing revolution in early modern Europe (Vols. 1-2), Cambridge, Cambridge University Press, 1983.
Fiske, J. Introduction to communication studies, London, Routledge, 1990.
Gans, H. Deciding What's News: A Study of CBS Evening News, NBC Nightly News, Newsweek, and Time. New York: Random House, 1979.
Hesmondhalgh, D. (2013). The Cultural Industries, London, Sage
Holmes, D. Communication Theory: Media, Technology and Society, London, Sage, 2005.

Hylland Eriksen, T. Tyranny of the Moment. Fast and Slow Time in the Information Age, London, Pluto Press, 2001.

Küng, L., Picard, R.G. & Towse R. The Internet and the Mass Media, London, Sage, 2008.

Littlejohn, S. Theories of Human Communication, 5th ed. Belmont: Wadsworth, 1996.

Maletzke, G. Psychology of the mass communication, Hamburg, Hans Bredow Institut, 1963.

Mandiberg, M. The Social Media Reader, New York, New York University Press, 2012.

MacDonald, D. Masscult and Midcult. Essays Against the American Grain, New York Review Books, 1963.

Marcuse, H. One-Dimensional Man: Studies in the Ideology of Advanced Industrial Society, Boston (MA), Beacon Press, 1964.

McLuhan, H. M. "Popular/Mass Cultures: American Perspectives". In Stephanie McLuhan & David Staines (eds.). Understanding Me, Toronto: McClelland & Stewart, pp. 12-43, 2003.

Mattelart, A. & Mattelart, M. Theories of Communication. London, Sage, 1995.

Naughton, J. What you really need to know about the Internet. From Gutenberg to Zuckerberg, London, Quercus, 2012.

Noelle-Neumann, E. The spiral of silence. Public opinion: our social skin. Chicago: Chicago University Press, 1984.

O' Sullivan, T.; Hartley, J.; Saunders, D.; Montgomery, M.; Fiske, J. Key concepts in Communication and Cultural Studies, London, Routledge, 1994.

Popper, K. The logic of Scientific Discovery, London, Routledge, 2002.

Poster, M. The Second Media Age, Cambridge, Polity Press, 1995.

Sanders, K., Communicating Politics in the Twenty-first Century, London, Palgrave, 2009.

Sanders, K. Ethics and Journalism, London, Sage, 2003.

Shoemaker, P. J.; Tankard, J. W. & Lasorsa, D. L. How to Build Social Science Theories, London, Sage, 2004.

Sparks, G. Media Effects Research: A Basic Overview, Boston, Wadsworth, 2010.

Steinberg, S. An Introduction to Communication Studies. Cape Town, Juta & Co, 2007.

Thompson, J.B. Media and Modernity, Cambridge, Cambridge University Press, 1995.

West, Richard & Turner, Lynn H: Communication Theories. McGraw Hill, 2005.

Wood, J. Communication Mosaics. An introduction to the Field of Communication. Boston, Wadsworth, 2009.

4.- WEB RESOURCES :

BBC TRUST: http://www.bbc.co.uk/bbctrust/
INDEPENDENT PRESS STANDARDS ORGANISATION: http://www.ipso.co.uk/
FREEDOM HOUSE'S FREEDOM OF THE PRESS REPORT: http://www.freedomhouse.org/report-types/freedom-press#.UzMRI17t4qk
JOURNALISMNET- www.journalismnet.com
OFCOM: http://www.ofcom.org.uk/
PRESS COMPLAINTS COMMISSION- www.pcc.org
THE MEDIA HISTORY PROJECT: JOURNALISM AND NEWS- www.mediahistory.com/journ.html

9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.