

The media change, the media change us: historic-evolutionary approach to cultural transformations

Academic Year: (2019 / 2020)

Review date: 07-05-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: ALVAREZ RODRIGUEZ, AMELIA

Type: Electives ECTS Credits : 6.0

Year : 1 Semester :

OBJECTIVES

Analysis of the main theoretical and epistemological problems in media communication research
 Knowledge on the role of media in the construction of social representations and identity formation processes

DESCRIPTION OF CONTENTS: PROGRAMME

Scientific theories on culture and communication influence on human development. Historical-cultural mediational theory. Media effects from the perspective of sociocultural approach theories. Old and new technologies and their impact on human development. "Generational minds" and media changes. Cultural diet, imagery and cultural changes. Research on media effects and its importance for the creation of alternatives: new contents design from research. Methodological approaches in theories on human changes. Key research problems in diverse current traditions of communication.

LEARNING ACTIVITIES AND METHODOLOGY

Lecture classes (teacher and/or video-Internet resources) on theoretical and methodological approaches to mediation and its changes
 Students reading of classical authors texts and oral presentation to the class.
 Final essay and presentation to the class on a media change aspect chosen by the student. Discussion

ASSESSMENT SYSTEM

Final Exam / Texts readings 40 %
 Participation in discussions 20 %
 Final essay: 40 %

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- Bryant, J. y Zillmann, D Media effects. Advances in theory and research. , Lawrence Erlbaum, 1994