

Research Methods from the Perspective of Cultural Change

Academic Year: (2019 / 2020)

Review date: 17-09-2019

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FERNANDEZ-RODRIGUEZ LABAYEN, MIGUEL

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester :

OBJECTIVES

Appropriation of the scientific way of thinking.
 Handling the epistemological and technical tools for research.
 Management of the rules of production and diffusion of knowledge
 Knowledge of classic and nowadays theoretical and methodological approaches to cultural changes (media and technology)

DESCRIPTION OF CONTENTS: PROGRAMME

1. The role of research in social sciences. Theories and methodologies for the study of cultural change
2. The problems of studying cultural change: periodizing, archive, sources and writing
3. Analyzing cultural change: from historiography to media archaeology and new media histories
4. The circuit of culture: Representation, Identity, Production, Consumption and Regulation
5. The subjects of cultural change
6. The spaces of cultural change
7. The times of cultural change
8. Audiovisual history and memory

LEARNING ACTIVITIES AND METHODOLOGY

The course will enhance the participation of the students in their apprenticeship, so:

- 1) Course texts will be provided in each part of the syllabus to be discussed in class.
- 2) Students will also be provided with an introduction to the resources of university library in order to be able of coping with the procedures for searching, processing and discussing scientific literature, specially in the methodological approaches.
- 3) Students are encouraged to elaborate a research project from their interests, with an special emphasis in the state of the art of the subject matter and in an appropriate methodological design.

ASSESSMENT SYSTEM

1. Attendance and active participation: 20%
2. Readings/presentations/discussions/assignments: 30%
3. Term paper: 50%

% end-of-term-examination:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

BASIC BIBLIOGRAPHY

- Biltereyst, D.; Maltby, R. y Meers, P. (eds.) The Routledge Companion to New Cinema History, Routledge, 2019
- Caldwell, J. T. Production Culture: Industrial Reflexivity and Critical Practice in Film and Television, Duke University Press, 2008
- Elsaesser, T. Film History as Media Archaeology: Tracking Digital Cinema, Amsterdam University Press, 2016
- Palacio, Manuel La televisión durante la Transición española, Cátedra, 2012
- Parikka, J. What is Media Archaeology?, Polity Press, 2012
- du Gay, P. (ed.) Production of Culture / Cultures of Production, SAGE, 1997

- du Gay, P., Hall, S., Janes, L., Mackay, H. and Negus, K. Doing Cultural Studies: The Story of the Sony Walkman, SAGE, 1996

ADDITIONAL BIBLIOGRAPHY

- Allen, R. C. y Gomery, D. Teoría y Práctica de la Historia del Cine, Paidós, 1995
- Burke, P. ¿Qué es la historia cultural?, Paidós, 2006
- Gitelman, L. y Pingree, G. (eds.) New Media, 1740-1915, MIT Press, 2003
- Mignolo, W. y Walsh, C. On Decoloniality: Concepts, Analytics, Praxis, Duke University Press, 2018
- Parks, L. y Starosielski, N. Signal Traffic. Critical Studies of Media Infrastructures, University of Illinois Press, 2015
- VV.AA. Cuadernos Tecmerin, Tecmerin, 2012-2019