

The role of the media in the process of social change

Academic Year: (2019 / 2020)

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Department assigned to the subject:

Coordinating teacher: SANCHEZ ILLAN, JUAN CARLOS

Type: Electives ECTS Credits : 6.0

Year : 1 Semester :

OBJECTIVES

1. Identify the functions and influence of the media in the main Spain sociohistorical junctures.
2. Provide methodological elements for the understanding of the connections between the media and society.
3. To analyze the communicative elements that offer an explanation of becoming sociohistorical.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Methodology applied to the history of Social communication. Sources, instruments and theoretical framework.
2. Models and case studies. In Spain and in the contemporary world sociohistorical analysis.
3. Technology media and social change. The vectors of change.
4. Comparative analysis evenemencial in the media. Case studies.
5. Use of the story in the newspaper accounts.
6. The current situation of relations between media and socio-cultural change.

LEARNING ACTIVITIES AND METHODOLOGY

Ability to apply knowledge to practice, skills of research, adaptation to new situations, ability to work autonomously, design and project management, initiative and entrepreneurial spirit, participate in public with reasoned arguments, development of personal style, assess the value of the presentations.

ASSESSMENT SYSTEM

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

The evaluation will consist of the realization of a brief presentation of a work on the identification of any situation in the contemporary world in which the media have played a starring role.

Criteria for elaboration of the work will be explained in the classroom.

The rating of the course will take place according to the norm of continuous assessment. You will be assessed assistance, argued the students participation, the proposed work and its exhibition.

BASIC BIBLIOGRAPHY

- GÓMEZ MOMPART, J.L. (2008), ¿Historia de la comunicación e Historia del Periodismo. Enfoques teóricos y metodologías para la investigación¿, en MARTINEZ NICOLÁS, M. et al, Tecnos, Madrid, pp. 83-132..
- GÓMEZ MOMPART, J.L. (coord.) (1996), Metodologías para la Historia de la Comunicación Social, UAB, Barcelona..
- RUIZ, M. (2005), Sociología de la comunicación y cultura de masas, Madrid, Laberinto Comunicación.

- SÁNCHEZ NORIEGA, J.L (2002), Crítica de la seducción mediática. Comunicación y cultura de masas en la opulencia informativa, Madrid, Tecnos.

- VV.AA (1982), Metodología de la historia de la prensa española, Madrid, Siglo XXI editores.