

Academic Year: (2019 / 2020)

Review date: 06-05-2019

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: ELIAS PEREZ, CARLOS JOSE

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

OBJECTIVES

Students will be able to:

Apply media theories and their related conceptual frameworks to analyze and understand current mediated communication practices and processes.

DESCRIPTION OF CONTENTS: PROGRAMME

- 1.- Communication in the Network Society. Analysis from the Convergent Culture Theory Approach.
- 2.- Civilization of Algorithms: Study of the Social, Political, Cultural and Media Software of the 21st Century.
- 3.- Big data and Communication. Analysis of a Theoretical Paradigm Change: From Mad Men to Math Men
- 4.- The Source as a Mass Media: Updating Jakobson's Communicational Model
- 5.- The Reconfiguration of Storytelling in the Internet Era
- 6.- Social Networks and new ways of Communication: Fake news and Viral Content.
- 7.- Social Movements and Communication in the Internet Age
- 8.- Analysis of methodologies, projects and research articles applied to the new theoretical frameworks of communication in the Internet era

LEARNING ACTIVITIES AND METHODOLOGY

Lectures
Seminars
Screenings
Textual / Film analysis
Forums
Office hours will be held on Thursdays or by appointment

ASSESSMENT SYSTEM

As a postgraduate course, with initiation to research, students must demonstrate their knowledge of academic research that has been published previously on different topics. The aim is not so much a professional approach, which must already have been acquired in undergraduate studies, but, above all, an approach to the new theoretical bases that allow mass communication to be understood in the age of the Internet.

The student must demonstrate that he or she has acquired the necessary tools so that he or she can initiate research on any aspect of the topics addressed in class using the different methodologies common in the social sciences.

It will be evaluated if the student is capable of solving the questions that communication in the age of the Internet presents, from the perspective of scientific research.

The evaluation will consist of an examination of the subject as well as an essay on some of the topics taught in the course.

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

BASIC BIBLIOGRAPHY

- Alexander, J.C; Butler Breese, E and Luengo, M (eds) The crisis of journalism reconsidered, Cambridge University Press, 2016
- Elías, C Science on the Ropes. Decline of Scientific Culture in the Era of Fake News, Springer-Nature, 2019
- Elías, C El selfie de Galileo. Software social, político e intelectual del siglo XXI, Península-Planeta, 2015
- Elías, C. Big data y Periodismo en la Sociedad Red, Síntesis, 2015
- Kenski, K and Hall Jamieson, K (eds) The Oxford Handbook of Political Communication, Oxford University Press, 2017
- Langer, F The digital transformation of news media and the rise of disinformation and fake news - An economic perspective, Digital Economy Working Paper JRC Technical Reports. European Commission. , 2018
- Otto, K and Andreas Köhler, A (Eds) Trust in Media and Journalism: Empirical Perspectives on Ethics, Norms, Impacts and Populism in Europe, Springer-Nature, 2018
- Salmon, Ch Storytelling: The machine that fabricates histories and forms spirits, Pensilvania State University (edición en español en Península, 2009), 2008

ADDITIONAL BIBLIOGRAPHY

- AAVV Scientific Research in the media., European Commission Report, 2007
- Bauer, M W. y Bucchi, M Journalism, Science and Society., Routledge, 2007
- Castells, M. Comunicación y Poder, Alianza, 2009
- Coleman, B. Hello Avatar. Rise of the Networked Generation. , MIT Press, 2011
- Diezhandino, M.P; Carrera, P. et al. Periodismo en la era de Internet, Ariel, 2008
- Eco, U. Apocalípticos e integrados ante la cultura de masas, Lumen, 2008
- Jenkins, H y Thorburn. D. Democracy and new media. , MIT Press, 2003
- Jenkins, H. Convergence Culture. , New York University Press. Nueva York. (edición en español en Paidós, 2008), 2006
- Park, D.W. y Pooley J. The history of media and communication research., Peter Lang, 2008

BASIC ELECTRONIC RESOURCES

- PEW RESEARCH CENTER . State of the news media. Project for Excellence in Journalism: <http://www.journalism.org/2015/04/29/state-of-the-news-media-2015/>
- REUTERS . Reuters Institute Digital News Report: <http://www.digitalnewsreport.org/>