

Academic Year: (2019 / 2020)

Review date: 08-05-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: SANDOVAL MARTIN, MARIA TERESA

Type: Basic Core ECTS Credits : 6.0

Year : 2 Semester : 2

Branch of knowledge: Social Sciences and Law

OBJECTIVES

Understanding the inherent mechanisms of the massive processes of communication and civil participation in the web and other multimedia devices.

Gaining a broader knowledge of the latest community's information needs and participation in the media.

Ability to analyze from a theoretical standpoint the following elements: the process of formation and the sphere of action of social networks and their environment, the change produced from traditional media models (based on one-way communication) to the new communication paradigm (based on feedback and two-way interaction with the audience), the limits and determining factors that affect audience feedback, and the persistence of situations of communication and information asymmetry.

DESCRIPTION OF CONTENTS: PROGRAMME

SECTION I: The Information Society

Subject 1. From the Information Society to the Networked Society. The origin of the internet and social media. Internet use worldwide.

Subject 2. The digital divide. Technological development indexes per country.

Subject 3. Background of the Internet. Who manages it? How? Digital privacy and security.

Subject 4. Hacker Ethics, hacktivism. Wikileaks, Anonymous.

Subject 5. The Commons. Free culture, resources, licenses. Open Science and education.

Subject 6. Open Government and Open Data. Transparency. Civic technologies.

SECTION II: (Ciber)activism and Social Movements

Subject 7. (Ciber)activism. The role of the internet in the uprisings in the Middle East and North Africa, the May 15 movement, Occupy Wall Street.

Subject 8. Internet and Censorship. Circumvention tools to bypass censorship under authoritarian regimes.

SECTION III: New trends

Subject 9. The crowd phenomena and citizen Journalism. Background, theoretical approaches, controversy.

Subject 10. Digital and collaborative economy.

Subject 11. Transmedia.

Subject 12. Pos truth era. Disinformation and citizenship.

LEARNING ACTIVITIES AND METHODOLOGY

This course will consist of a combination of theory seminars (3ECTS) and hands-on projects (3ECTS) in which the students will be able to put in practice the conceptual base learned in the theory seminars. The students will be required to use bibliography dynamically and to observe attentively the environmental elements susceptible to be categorized in accordance with the concepts learned. Along the semester, the students will elaborate short documented essays in which they will be expected to apply these notions and theoretical framework to real cases of communication and participation in the digital media.

The hands-on projects will be supplemented with in-class analysis and debate on several experiences and platforms for citizen participation in the web, with special attention to their interaction with professional journalistic procedures or formats, and with the analysis of research on new tendencies, such as crowdsourcing.

ASSESSMENT SYSTEM

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

To make the average between theory and practice you have to have the two parts approved (for the "convocatoria ordinaria")

For those students who failed the continuous assessment, current evaluation standards will apply regarding the final test.

All students who attend at least 80% of the practical and theoretical sessions will be eligible for continuous assessment.

The theoretical part of the continuous evaluation consists of several notes, among which is the theoretical test and a work.

For the bilingual group mastering the rules of the English language could be a requirement to pass the course (language correction: punctuation, accentuation, grammatical and lexical precision).

The current evaluation standards will apply.

BASIC BIBLIOGRAPHY

- . Revista Telos, Fundación Telefónica, Segunda y tercera temporadas
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<http://en.flossmanuals.net/bypassing-censorship/index/>
- BOWMAN, Shayne y WILLIS Chris. Nosotros, el medio. Cómo las audiencias están modelando el futuro de la noticias y la información., The Media Center at The American Press Institute. Reston. Publicado en PDF y HTML. Disponible en español como E-Book: <http://www.hypergene.net/wemedia>, 2003
- CARDOSO, Gustavo. Los medios de comunicación en la Sociedad en Red. Filtros, escaparates y noticias., UOC, Barcelona., 2008
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- EARL Jennifer, KIMPORT, Katrina Digitally Enabled Social Change: Activism in the Internet Age (Acting with Technology). , Massachusetts Institute of Technology. , 2011
- ESPIRITUSANTO, ÓSCAR Periodismo ciudadano. Evolución positiva de la comunicación., Madrid: Ariel/Fundación Telefónica., 2011
- GILLMOR, Dan. We the Media. , Sebastopol: O'Reilly Media., 2006
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- Jeff Jarvis Partes públicas: Por qué compartir en la era digital mejora nuestra manera de trabajar y vivir, Gestión 2000, 2012
- MAGALLÓN, RAÚL Unfaking news. Cómo combatir la desinformación., Pirámide, 2019
- MCKINNON Rebecca Consent of the Networked: The Worldwide Struggle For Internet Freedom, Basic Books, 2012
- MOLINA CAÑABATE, Juan Pedro Transmedia y Storytelling. En Prospectivas y tendencias para la comunicación en el siglo XXI. , Valencia. CEU Ediciones. , 2013.
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- RODRÍGUEZ FERNÁNDEZ, Óscar Community Manager. Conviértete en experto en "Social Media" , Anaya Multimedia. , (2011)
- SCOLARI, Carlos Narrativas transmedia, Deusto, 2012
- TASCÓN, Mario y QUINTANA, Yolanda. Ciberactivismo. Las nuevas revoluciones de las multitudes conectadas. , Catarata, 2012

ADDITIONAL BIBLIOGRAPHY

- CASTELLS, Manuel. (2001) La Galaxia Internet., Barcelona : Plaza & Janés Editores.
- COBO ROMANÍ, Cristóbal; PARDO KUKLINSKI, Hugo. (2007). Planeta Web 2.0. Inteligencia colectiva o medios fast food., Grup de Recerca d'Interaccions Digitals, Universitat de Vic.Flacso México. Barcelona / México DF. E-book de acceso gratuito.Versión 0.1.
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