

Academic Year: (2019 / 2020)

Review date: 25-03-2019

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher:

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

DESCRIPTION OF CONTENTS: PROGRAMME

The aim of this course is to identify and analyse rhetorical modalities in different cultural manifestations, focussing on mass media narratives. By

¿rhetoric¿ we understand the set of discursive procedures that define and construct the relationship between the reader / spectator and the text, whether

verbal, audiovisual, etc., determining specific effects of meaning. Thus, for example, what defines and differentiates fictionality and documentality

are not so much the referential contents that we can find, for instance, in films categorised as documentary or fiction, as the specific rhetorical structures

that determine the discoursivization of all human activity and the modalities of reception.

1. Definition of rhetoric
2. Rhetoric, popular culture and the media
3. Documentality and fictionality as rhetorical structures
3. Rhetoric and persuasion: from news to advertising
5. Rhetoric and politics
6. Rhetoric and the construction of privacy in the digital era

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40