

Academic Year: ( 2021 / 2022 )

Review date: 04-06-2021

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: MARTINEZ PEREZ, NATALIA

Type: Basic Core ECTS Credits : 6.0

Year : 2 Semester : 1

Branch of knowledge: Social Sciences and Law

**DESCRIPTION OF CONTENTS: PROGRAMME**

The goal of this course is to reflect on the notion of mediation as a main axis of cultural configurations, the evolution of the concept and its utility to interpret the current communicative ecosystem.

Program:

1. Communication and mediation
2. Mediation and culture
3. The dialectics word / text / image
4. Mediation and power I: modes of representation
5. Mediation and power II: modes of reception
6. Fictional storytelling and documentary storytelling
7. Mediation in the digital environment

**% end-of-term-examination:** 60

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