

Academic Year: (2022 / 2023)

Review date: 19-05-2022

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: SERRA , MARCELLO

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

OBJECTIVES

To understand the textual strategies deployed in the media.

To understand the reasons for the effectiveness (or ineffectiveness) of media communications and their persuasive power.

To acquire the ability to make a critical analysis of the main media products.

DESCRIPTION OF CONTENTS: PROGRAMME

The course aims to provide useful tools for the analysis and understanding of mediated communicative forms and their effects of meaning. It will study the set of discursive procedures that construct the relationship between the enunciator, the enunciatee and the text, whether verbal, visual or audiovisual. Particular attention will be paid to the strategies of veridiction and the role of believing in persuasive communication.

1. Media genres
2. Documentariness and fictionality
3. Journalistic discourse
4. Advertising discourse
5. Political discourse
6. Communication strategies on online platforms

LEARNING ACTIVITIES AND METHODOLOGY

Lectures will present the fundamental concepts of the subject and illustrate them through case studies.

Students will deepen their knowledge by reading the texts suggested in class and, working in groups and individually, will apply the analytical tools learned to other examples.

During the weeks of the course, group and individual tutorships will be held to clarify doubts that may arise.

ASSESSMENT SYSTEM

CONTINUOUS EVALUATION: 50 %, broken down as follows:

- Individual practice: 25 %
- Group practice: 25 %

FINAL EXAM: 50%

% end-of-term-examination:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

BASIC BIBLIOGRAPHY

- Albergamo, Maria (ed.) La transparencia engaña, Biblioteca Nueva, 2014
- Carrera, Pilar Basado en hechos reales, Cátedra, 2020
- Floch, Jean-Marie Semiotics, Marketing and Communication: Beneath the Signs, the Strategies, 2001, Palgrave MacMillan
- Francescutti, Pablo Análisis y opinión periodística. Sus géneros y estrategias argumentativas, Editorial Universitaria Ramón Areces, 2021
- Lozano, Jorge Persuasión. Estrategias del creer, Universidad del País Vasco, 2012

- Lozano, Jorge El discurso periodístico: entre el discurso histórico y la fiction. Hacia una semiótica del acontecimiento, Estudios sobre el mensaje periodístico, 2013
- Serra, Marcello Maradona entre la tierra y el cielo, CIC. Cuadernos de Información y Comunicación, 20, 2015
- Serra, Marcello; González Rayco Ciudadanos: The Myth of Neutrality, Semiotica Journal of the International Association for Semiotic Studies / Revue de l'Association Internationale de Sémiotique , 2018
- Serra, Marcello; González, Rayco Ways of Seeing the Historic Process: An Analysis of the Spots from the Spanish Election Campaign of April 2019, Journal of Communication Inquiry, 2021
- Serra, Marcello; González, Rayco Las distancias a la realidad. Lo lejano y lo cercano en los Cuadernos de Iqort, Anàlisi. Quaderns de Comunicació i Cultura, 58, 2018

ADDITIONAL BIBLIOGRAPHY

- Breton, Philippe La argumentacion en la comunicación, Universitat Oberta de Catalunya, 2014
- Dorfman, Ariel; Mattelart, Armand How to Read Donald Duck. Imperialist ideology in the Disney comic, OR Books, 2018
- Eco, Umberto El mensaje persuasivo, Telos, 2005
- Eco, Umberto Apocalípticos e integrados, Lumen, 1993
- González, Rayco; Serra, Marcello Documentary functions: the uses of documents in non-fictional texts, Visual Studies, 2021
- Landowski, Eric La sociedad figurada. Ensayos de sociosemiótica, Fondo de cultura económica, 1993
- Lozano, Jorge (ed.) Secretos en red. Intervenciones semióticas en el tiempo presente, Sequitur, 2014
- Lozano, Jorge; Martín, Miguel (eds.) Documentos del presente. Una mirada semiótica, Lengua de trapo, 2019
- Nichols, Bill Representing Reality. Issues and Concepts in Documentary, Indiana University Press, 1991
- Perelman, Chaïm; Olbrechts-Tyteca, Lucie The New Rhetoric: A Treatise on Argumentation, University of Notre Dame Press, 1969
- Polidoro, Piero ¿Qué es la semiótica visual?, Universidad del País Vasco, 2016
- Polidoro, Piero (ed.) Fake News, Misinformation/Disinformation, Post-Truth, Versus. Quaderni di studi semiotici n. 2, 2018, luglio-dicembre, 2018
- Quian, Alberto Civilización hacker, Anaya, 2022