

Academic Year: (2023 / 2024)

Review date: 27-07-2023

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FRANCO ALVAREZ, MARIA GUILLERMINA

Type: Additional training ECTS Credits : 6.0

Year : 0 Semester : 1

OBJECTIVES

SKILLS AND COMPETENCES:

Basic - To understand the main research perspectives within the field of communication.

General - To introduce students to a variety of empirical research carried out in the field, using the general and specialized resources available at UC3M Library

Specific - To acquire an in-depth and critical knowledge on the current challenges of social communication, so that students can pose and carry out research work in order to meet such challenges.

LEARNING OUTCOMES:

1. Understanding key theories and methods in social communication
2. Applying communication theories to the analysis of current issues in the field.
3. Interpreting the role of the media, worldwide and nationally.
4. Getting to know the different research resources available through UC3M Library

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to communication. Communication as science and object of study. Main theoretical approaches.
2. Characteristics of the media and the cultural industries: Press, radio, film, television and the Internet.
3. Media systems in Europe and Spain. Key features and concepts. Market and agents. Regulation.
4. Resources for researching in communication. Keys for carrying out a research paper.

LEARNING ACTIVITIES AND METHODOLOGY

- Lectures and workshops
- Tutoring based on selected readings
- Case studies, practical activities, debates, etc.

ASSESSMENT SYSTEM

Continuous evaluation - 50%

Final project and presentation - 50%

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