

Academic Year: ( 2024 / 2025 )

Review date: 16-07-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: SANDOVAL MARTIN, MARIA TERESA

Type: Electives ECTS Credits : 6.0

Year : Semester :

## 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

### BLOQUE I: SOCIEDAD DE LA INFORMACIÓN

Tema 1. De la Sociedad de la Información a la Sociedad en Red. Origen de internet y de las redes sociales. Uso de internet en España.

Tema 2. La brecha digital en el mundo. Índices de desarrollo tecnológico de los países.

Tema 3. Gestión y control de los recursos de internet. Privacidad. Ciberespionaje.

Tema 4. El papel de la ética hacker en el ecosistema digital. Wikileaks, Anonymous. La protección del denunciante en la Unión Europea.

Tema 5. Procomún. Cultura libre, recursos, licencias. Educación y ciencia en abierto (gratis).

Tema 6. Acceso a la información, gobierno abierto y open data. Transparencia. Tecnologías cívicas.

### BLOQUE II: (CIBER)ACTIVISMO Y MOVIMIENTOS SOCIALES

Tema 7. Nuevos procesos para la libertad de expresión. Censura e internet.

Tema 8. Ciberactivismo. El papel de internet en las protestas del Norte de África y Oriente Medio, 15 M, Occupy Wall Street.

### BLOQUE III: TENDENCIAS

Tema 9. Fenómeno crowd y periodismo ciudadano.

Tema 10. Economía digital y colaborativa. Modelos y problemáticas.

Tema 11. Transmedia.

Tema 12. La era de la Pos verdad. Desinformación y ciudadanía.

#### 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. All these activities could be in the classroom or online. There will be group tutorials after the essays corrections.

#### ASSESSMENT SYSTEM

<b>% end-of-term-examination:</b>	30
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	70

You can opt for the continuous evaluation of the students who attend at least 80% of the practical and theoretical classes both face-to-face and online. To be able to make means in the ordinary call you must have passed the continuous evaluation with a minimum of 5 and the theoretical test with another minimum of 5.

The theoretical part of continuous assessment is made up of a theoretical test.

In the practices analyzes, tests and other exercises are carried out and the continuous evaluation includes the note of some of them and / or of a work and / or exhibition that is carried out in the master classes. In controlled student various grades throughout the semester: one or two essays and participation in activities such as forums (up to 50%), presentation of a group work (20%), final test / exam (30%).

Those who have a suspension or have not followed the continuous evaluation will apply the current exam regulations.

Documentation is an initial and basic phase in the exercise of Journalism and academic research. When we cite sources and acknowledge other authorities, we are demonstrating our commitment to documentaries and, furthermore, we acknowledge and appreciate the work of others who have shared their knowledge with us. The copying of texts without citing sources as well as the literal transcription of paragraphs without opening or closing them with quotation marks has very serious consequences in the exercise of the profession and this subject can be seriously penalized by the teacher of the group and may suppose the non passing continuous assessment.

#### BASIC BIBLIOGRAPHY

- AAVV How to Bypass Internet Censorship. , Free Software Foundation, Boston, 2011.  
<http://en.flossmanuals.net/bypassing-censorship/index/>

- BAUMAN, ZYGMUNT y LYON, DAVID Vigilancia líquida, Austral, 2015

- BOTÉ, JUAN-JOSÉ Vídeo para redes sociales. Guía de iniciación en la publicación y difusión, UOC, 2019

- CARDOSO, Gustavo. Los medios de comunicación en la Sociedad en Red. Filtros, escaparates y noticias., UOC, Barcelona, 2008

- DAVIES, Rodrigo Civic Crowdfunding: Participatory Communities, Entrepreneurs and the Political Economy of Place. , MIT Center for Civic Media. , 2014. [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2434615](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2434615)
- Deuze, Mark & Witsche, Tamara Beyond Journalism, Polity Books, 2019
- EARL Jennifer, KIMPORT, Katrina Digitally Enabled Social Change: Activism in the Internet Age (Acting with Technology). , Massachusetts Institute of Technology. , 2011
- ELÍAS, CARLOS El selfie de Galileo, Ediciones Península, 2015
- ESPIRITUSANTO, ÓSCAR Y GONZALO, PAULA Periodismo ciudadano. Evolución positiva de la comunicación., Madrid: Ariel/Fundación Telefónica., 2011
- JIMÉNEZ SOLER, IGNACIO La nueva desinformación. Veinte ensayos breves contra la manipulación , UOC, 2020
- 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, Rebeca No sin nuestro consentimiento, Deusto, 2012
- MOLINA CAÑABATE, Juan Pedro Transmedia y Storytelling. En Prospectivas y tendencias para la comunicación en el siglo XXI. , Valencia. CEU Ediciones. , 2013
- PEIRANO, MARTA El enemigo conoce el sistema: Manipulación de ideas, personas e influencias después de la economía de la atención, Debate, 2019
- PÉREZ, Jorge. La gobernanza de Internet., Madrid: Ariel/Fundación Telefónica., 2008
- REDONDO, MIRIAN Verificación de contenidos, OUC, 2018
- Revista Telos Fundación Telefónica, Segunda y tercera temporadas.
- SCOLARI. 2012 Narrativas transmedia, Deusto, 2012
- SOTO IVARS, JUAN Arden las redes: la poscensura y el nuevo mundo virtual , Debate, 2017
- TASCÓN, Mario y QUINTANA, Yolanda. Ciberactivismo. Las nuevas revoluciones de las multitudes conectadas. , Catarata, 2012

#### ADDITIONAL BIBLIOGRAPHY

- CALLEJA, JOSÉ MARÍA Lo bueno de España: Una crónica histórica ante el ataque nacionalista que reivindica el valor de España, Planet, 2020
- CASTELLS, Manuel. La sociedad red. La era de la información. Economía, sociedad y cultura. Vol. 1, Madrid : Alianza Editorial., 1997
- CASTELLS, Manuel. (2001) La Galaxia Internet., Grup de Recerca d'Interaccions Digitals, Universitat de Vic.Flacso México. Barcelona / México DF. E-book de acceso gratuito.Versión 0.1.
- 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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- DIEZHANDINO NIETO, M. Pilar (Dra.) Periodismo Digital en tiempos de crisis. Un caso de estudio: el tratamiento de la inmigración en los medios. , Madrid: Ariel/Fundación Telefónica., 2009

#### BASIC ELECTRONIC RESOURCES

- Association for Progressive Communication . Association for Progressive Communication: <http://www.apc.org/>

- Fundación Telefónica . Revista Telos: <http://telos.fundaciontelefonica.com/revista/>

- Index Foundation . Index on Censorship: <http://www.indexoncensorship.org/awards/>

- O. Espiritusanto . Portal de Periodismociudadano: <http://www.periodismociudadano.com///>