

Academic Year: (2024 / 2025)

Review date: 18-03-2024

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: SANCHEZ ILLAN, JUAN CARLOS

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 2

Branch of knowledge: Social Sciences and Law

OBJECTIVES

1. Identify the functions and influence of the media in the main Spain sociohistorical junctures.
2. Provide methodological elements elements for the understanding of the connections between the media and society.
3. To analyze the communicative elements that offer an explanation of becoming sociohistorical.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Methodology applied to the history of Social communication. Sources, instruments and theoretical framework.
- 2 Models and case studies. In Spain and in the contemporary world sociohistorical analysis.
3. Technology media and social change. The vectors of change.
4. Comparative analysis evenemencial in the media. Case studies.
5. Use of the story in the newspaper accounts.
6. The current situation of relations between media and socio-cultural change.

LEARNING ACTIVITIES AND METHODOLOGY

Ability to apply knowledge to practice, skills of research, adaptation to new situations, ability to work autonomously, design and project management, initiative and entrepreneurial spirit, participate in public with reasoned arguments, development of personal style, assess the value of the presentations.

ASSESSMENT SYSTEM

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

The evaluation will consist of the realization of a brief presentation of a work on the identification of any situation in the contemporary world in which the media have played a starring role.

Criteria for elaboration of the work will be explained in the classroom.

The rating of the course will take place according to the norm of continuous assessment. You will be assessed assistance, argued the students participation, the proposed work and its exhibition.

BASIC BIBLIOGRAPHY

- GÓMEZ MOMPART, J.L. (2008), ¿Historia de la comunicación e Historia del Periodismo. Enfoques teóricos y metodologías para la investigación¿, en MARTINEZ NICOLÁS, M. et al, Tecnos, Madrid, pp. 83-132..

- GÓMEZ MOMPART, J.L. (coord.) (1996), Metodologías para la Historia de la Comunicación Social, UAB, Barcelona..

- RUIZ, M. (2005), Sociología de la comunicación y cultura de masas, Madrid, Laberinto Comunicación.
- SÁNCHEZ ILLÁN, Juan Carlos Prensa y política en la España contemporánea. El negocio de la influencia, Tecnos, 2022
- SÁNCHEZ NORIEGA, J.L (2002), Crítica de la seducción mediática. Comunicación y cultura de masas en la opulencia informativa, Madrid, Tecnos.
- Sánchez Illán, Juan Carlos El fin de la era de los grandes editores de prensa y la emergencia de los nuevos modelos digitales. La reconversión del negocio de la información en España en las dos primeras décadas del siglo XXI, Historia y Memoria N°. 22, 2021: 119-160, 2021
- VV.AA (1982), Metodología de la historia de la prensa española, Madrid, Siglo XXI editores.

ADDITIONAL BIBLIOGRAPHY

- HABERMAS, Jurgen HISTORIA Y CRÍTICA DE LA OPINIÓN PÚBLICA, GUSTAVO GILI, 1981