

Teaching guide

IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	COMMUNICATION THEORY		
Type:	Basic Training	ECTS credits:	6
Year:	1	Code:	3010
Teaching period:	First semester		
Area:	Communication		
Module:	Bases for a Theory of Audio-visual Communication		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

Esta asignatura se articula como una indagación sobre el alcance y la validez de esta hipótesis: “La comunicación es el medio natural y decisivo por el que el que cada persona logra introducirse y participar en el mundo humano”; cuyo primer corolario es: “la buena o mala comunicación condicionan radicalmente las posibilidades del desarrollo personal y social”. Dado que la vida del que se formula esa pregunta queda comprometida en su respuesta, cada etapa de la indagación ha de tener un marcado carácter existencial. La primera etapa exige repasar el estado de la cuestión de la disciplina; la segunda, definir fenomenológicamente algunos conceptos fundamentales; la tercera, proponer criterios para la praxis comunicativa y para su análisis crítico; la última, repasar los grandes géneros de la comunicación social.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To acquire an ability to consider and respond to the possible causes and consequences of human, social, political and economic events in audio-visual and multimedia format.

To acquire the ability to discuss conflicting ideas, thereby generating meeting forums for individuals or social groups from different walks of life.

Specific skills

To gain an understanding of informative and communicative processes, as well as of the main currents and theories formalising and criticising them from a conceptual and methodological standpoint.

To acquire an ability to define research topics that may contribute to raising the awareness of audio-visual media and to appropriately set out the findings of the research in line with the standards and norms of information and communication disciplines.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
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60 hours	90 hours
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