

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	FUNDAMENTALS OF ANTHROPOLOGY		
Type:	Basic Training	ECTS credits:	6
Year:	2	Code:	3024
Teaching period:	Third-Fourth semester		
Area:	Anthropology		
Module:	Bases for a Theory of Audio-visual Communication		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

La antropología nos presenta cuestiones fundamentales para todo ser humano: ¿Quién es el hombre? ¿Quién soy yo? ¿Quién puedo llegar a ser? Todas las culturas han intentado dar respuesta a estas cuestiones, pues tal y como afirmaba Protágoras, “el hombre es la medida de todas las cosas”. El ser humano genera un tipo de sociedad, de civilización y unas normas, leyes, etc. Pero además estas preguntas van más allá, puesto que “soy humano, nada de lo humano me es ajeno” tal y como dice Cremes, un personaje de una comedia de Terencio.

## 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 be able to generate public opinion and build bridges with the various social sectors allowing for the formation and dissemination of a message and culture for the benefit of mankind, conveying values based on the search for truth and common good, using audio-visual media.

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 discover the anthropology implicit in all human actions and sciences and to analyse it critically: what is the underlying concept of humankind existing in the various theories and what are the practical, personal and social implications?

To discover the dialogical dimension of reality as the path to personal fulfilment and to embrace transcendence as the cornerstone of being and its meaning in our own lives.

### **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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