

Teaching guide

IDENTIFICATION DETAILS

Degree:	Journalism		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	COMMUNICATION THEORY		
Type:	Basic Training	ECTS credits:	6
Year:	1	Code:	3237
Teaching period:	First semester		
Area:	Communication		
Module:	Foundations for a Theory of Journalism		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

La asignatura reflexiona sobre las bases teóricas de la comunicación; repasa el estado de la cuestión de algunas de las teorías de la comunicación más influyentes y analiza los elementos fundamentales de la comunicación humana, poniendo en valor el papel que la comunicación juega en el desarrollo personal y comunitario del hombre. Revisa la relevancia de la comunicación en la historia y en cada etapa se enfatiza la indagación desde un marcado carácter existencial. Expone los frutos que caben esperar de una buena comunicación y las consecuencias de la incomunicación y la manipulación. Entre los elementos fundamentales de la comunicación humana, la asignatura aborda el origen y sentido de la información y de la comunicación persuasiva y propone criterios para la praxis comunicativa del profesional del siglo XXI, en el contexto histórico, social y mediático en

que el que le va a tocar desempeñar su profesión.

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

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.

Specific skills

To identify and appropriately use information sources. To acquire the ability to search, select and prioritise any source or document (written, audio, visual, etc.) useful for the preparation and processing of information, as well as its communicative exploitation for persuasion, fiction or entertainment.

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, methodological and research-based standpoint.

To develop criteria for problem-solving and decision-making both on a professional and personal level.

DISTRIBUTION OF WORK TIME

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