

25312 - The structure of communication

Syllabus Information

Academic Year: 2020/21

Subject: 25312 - The structure of communication

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 272 - Degree in Journalism

ECTS: 6.0

Year: 2

Semester: First Four-month period

Subject Type: Basic Education

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

See "Learning activities " and "Syllabus". More information will be provided on the first day of class.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures.
- Practice sessions.
- Autonomous work and study.
- Assessment tasks.

4.3.Syllabus

The course will address the following topics:

- 1. Functional school
- 2. Critical school
- 3. Competence
- 4. Technology

- 5. Regulation
- 6. Globalisation
- 7. Social change
- 8. Spain
- 9. Europe
- 10. Africa and the Middle East
- 11. America
- 12. Asia

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes*: <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

4.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BC] Artero Muñoz, Juan Pablo. *Notas de estructura de la comunicación* / Juan Pablo Artero Muñoz . [Pamplona] : Ulzama, D.L. 2010
- [BC] Doyle, Gillian. *Understanding Media Economics* / Gillian Doyle. London : Sage, 2013
- [BC] McQuail, Denis. *McQuail's mass communication theory* / Denis McQuail . 6th ed. London [etc.] : Sage, 2010[g(2011 repr.)
- [BC] Reig, Ramón. *Los dueños del periodismo : claves de la estructura mediática mundial y de España* / Ramón Reig . 1ª ed. Barcelona : Gedisa, 2011
- [BC] *Who owns the world's media?* / Eli Noam (ed.). New York : Oxford University Press, 2015