25329 - Information and communication theory

Información del Plan Docente

Academic Year	2016/17
Academic center	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	6.0
Course	3
Period	Second Four-month period
Subject Type	Compulsory
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

See "Learning activities " and "Syllabus".

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

5.2.Learning activities

- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

5.3.Program

1. Introduction

2. Public communication concepts and models

3. Media and society theories

4. Public communication and culture

5. New media, new theory

6. Media and society normative theories

7. Media contents: questions, concepts and methods

8. Media genres and texts

9. Traditions of audiences theory and research

10. Audiences training and experience

11. Processes and models concerning media effects

12. Sociocultural effects

13. Public opinion and political communication

5.4.Planning and scheduling

See the academic calendar of 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.

5.5.Bibliography and recomended resources

The recommended bibliography can be found on the University of Zaragoza Library website (
http://psfunizar7.unizar.es/br13/eGrados.php?id=139&p=1)