

**COURSE DATA****DATA SUBJECT****Code:** 34432**Name:** Sociological analysis of mass communication**Cycle:** Undergraduate Studies**ECTS Credits:** 6**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
1310 - Degree in Sociology	Facultat de Ciències Socials	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1310 - Degree in Sociology	Sociological analysis of mass communication	ELECTIVES

COORDINATION

KLEIN CABALLERO RICARDO

SUMMARY

After a review of the origins of the sociology of communication and mainstream research, proceed to the description of the historical process of incorporation of the mass media. Then we will deal with the formation of the main * average; press, radio and television. We will deal with the description and analysis of the emergence and consolidation of the * electronic media with the relevance of the media, the role of the internet and the growing importance of online social networks. With the review of the theoretical paradigms in communication research and social research techniques that apply, we will complete this course.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS**COMPETENCES / LEARNING OUTCOMES**



1310 - Degree in Sociology

Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

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

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

DESCRIPTION OF CONTENTS

1.

2.

3.

4.

5.

6.

**WORKLOAD****PRESENCIAL ACTIVITIES**

Activity	Hours
Theoretical and practical classes	60,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	25,00
Independent study and work	25,00
Preparation of lessons	15,00
Preparation for assessment activities	10,00
Resolution of case studies	10,00
Total hours	90,00

TEACHING METHODOLOGY**EVALUATION**

It consists of a monitoring practice made during the course both individual and group, also including attendance at lectures and other activities. 40 percent of the final grade.

Final written exam. 60 percent of the final grade.

To pass the course prerequisite will get a minimum 5 in the final exam.

REFERENCES

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