



COURSE DATA

DATA SUBJECT

Code: 36553
Name: Communication theories
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

| Degree | Center | Acad. year | Period |
|--------------------------------------------------------------------------|---------------------------------------------------|------------|---------------|
| 1333 - Degree in Audiovisual Communication | Facultat de Filologia, Traducció i Comunicació | 1 | First quarter |
| 1937 - Double Degree Program in Audiovisual Communication and Journalism | Facultat de Filologia, Traducció i Comunicació | 1 | First quarter |

SUBJECT-MATTER

| Degree | Subject-matter | Character |
|--------------------------------------------------------------------------|----------------------------|------------|
| 1333 - Degree in Audiovisual Communication | Comunicación | BASIC |
| 1937 - Double Degree Program in Audiovisual Communication and Journalism | Primer Curso (Obligatorio) | COMPULSORY |

COORDINATION

MEÑDEZ RUBIO ANTONIO

SUMMARY

Communication Theories is basic course of the Degree in Audiovisual Communication that is part of the subject Communication. It is also a compulsory course in the Double Degree in Audiovisual Communication and Journalism.

The course studies the elements, forms, processes, and structures of communication, as well as communication research methods and the theories and paradigms that develop them. Historical evolution of these concepts. Study of the audiovisual message from the perspective of the sender and receiver and the constituent elements of the message itself, as a textual interaction of visual and audio, linguistic and non-linguistic elements. Social processes of communication in the context of an image culture. Analysis of communicative functions: information, persuasion, entertainment. Study of the psychosocial, cognitive, and emotional processes of communication.

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

No other types of requirements are considered.

COMPETENCES / LEARNING OUTCOMES

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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.

Students should be able to defend a culture of peace and respect for the fundamental human rights within the processes of communication, specifically in regards to equality between women and men in all types of communication (informative, interpretative, semiotic, dialogic and opinion).

Students should be able to express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.

Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).

Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.

Students should have initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.

Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.



DESCRIPTION OF CONTENTS

1. The beginnings of mediological research

- 1.1. Modernity and mass-media: structural conditions
- 1.2. Positivism and functionalism: epistemological conditions

2. Chicago School

- 2.1. Basic concepts
- 2.2. Functionalist sociology and mass communication research
- 2.3. Main general and particular theories
- 2.4. Limited effects theory

3. Frankfurt School

- 3.1. Fundamentals of Critical Theory
- 3.2. Dialectic of Enlightenment and Cultural Industry
- 3.3. The One Dimensional Man
- 3.4. Theory of Communicative Action

4. Communication and Postmodernity

- 4.1. Culture and simulacrum
- 4.2. Virtualization and hyperreality technologies
- 4.3. Criticism in the latest current theories

Learning outcomes

These contents will be reflected in the following **learning outcomes**:

- Understand the codes and modes of representation specific to audiovisual communication.
- Identify the social, cultural, and historical relevance of the aesthetic approaches within the audiovisual industries.
- Conduct analyses of audiovisual narratives and works.
- Recognize the organizational structures in the field of visual and sound communication.
- Understand the interrelationship among the key agents of audiovisual communication: creators, institutions, companies, media, platforms, and audiences.

**WORKLOAD****PRESENCIAL ACTIVITIES**

| Activity | Hours |
|-----------------------------|--------------|
| Theory | 45,00 |
| Computer classroom practice | 15,00 |
| Total hours | 60,00 |

NON PRESENCIAL ACTIVITIES

| Activity | Hours |
|---------------------------------------|--------------|
| Attendance at other activities | 0,00 |
| Individual or group project | 10,00 |
| Independent study and work | 40,00 |
| Preparation of lessons | 20,00 |
| Preparation for assessment activities | 20,00 |
| Resolution of case studies | 0,00 |
| Total hours | 90,00 |

TEACHING METHODOLOGY**Face-to-face activities**

Face-to-face instruction will follow the methodologies listed below:

- **Lectures:** Focused primarily on providing a general introduction to the subject, clarifying and expanding on specific course content, and offering essential methodological guidance.
- **Case Study Analysis:** Activities involving the analysis, commentary, and group discussion of texts and classroom materials.
- **Theoretical and Practical Problem-Solving:** Classroom-based activities aimed at developing students' reasoning and argumentation skills by applying theoretical knowledge to practical situations.

Independent Learning Activities

Students are expected to carry out the following non-classroom activities:

- **Class Preparation:** Reading assignments proposed by the teaching staff.
- **Independent study and work:** Study and review of the course content developed in previous sessions.
- **Preparation of assignments and assessment activities:** Creation of outlines and written documents, as well as attending tutorials and consultations for feedback and academic support.

Sustainable Development Goals (SDGs)



This course actively contributes to the achievement of the following United Nations Sustainable Development Goals:

- **SDG 4. Quality Education:** Ensure that all learners acquire the knowledge and skills necessary to promote sustainable development, including education for human rights, gender equality, the promotion of a culture of peace and non-violence, global citizenship, the appreciation of cultural diversity, and the contribution of culture to sustainable development.
- **SDG 5. Gender Equality:** End all forms of discrimination against all women and girls everywhere.

EVALUATION

The general grading system will follow the Regulations on Assessment and Grading at the Universitat de València for Bachelor's and Master's Degrees, approved by the Governing Council on 30 May 2017 (ACGUV 108/2017).

Assessment in the first examination period

Assessment in the first examination session will be carried out as follows:

- **Final written exam: 70%.** The written exam must specifically reflect the contents, concepts and sections of the subject required. It can be retaken in the second examination session.
- **Presentation of outlines, summaries and assigned texts: 20%.** The required exercises must explain and apply in detail the working guidelines followed in the theoretical classes. This component is also recoverable in the second examination session.
- **Assessment of attitude and participation in class dynamics: 10%.** Attendance, class engagement, and attitude during sessions are an important part of the evaluation and will be taken into account throughout the course. This component cannot be recovered in the second examination session.

Assessment in the second examination period

The assessment in the second examination period will maintain, if applicable, the grades obtained in the blocks passed in the first examination period. The evaluation of the blocks failed or not presented will be carried out in the following way:



- **Final written exam: 70%** The written exam must specifically reflect the contents, concepts and sections of the subject required.
- **Presentation of outlines, summaries and assigned texts: 20%.** The required exercises must explain and apply in detail the working guidelines followed in the theoretical classes.
- **Assessment of attitude and participation in class dynamics: 10%.** This component is not recoverable in the second examination session. The grade obtained in the first session will be retained.

Remarks

- Spelling and grammatical correctness will be required in the exam as well as in the rest of the tests, exercises or written assignments. Each failure will result in a reduction of the grade obtained, which may even lead to failure.
- In the case of plagiarism in an evaluation work, this may be marked with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if appropriate, the appropriate sanction in accordance with current legislation.
- Intellectual honesty is vital in academic communities, and for the fair evaluation of student work. All papers presented in this course must be of original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted, except if their use is part of the contents of the course or is authorized by the teaching staff.

REFERENCES

Basic references

- Estrada, A. / Rodrigo, M.: "Teories de la comunicació". Barcelona, UOC, 2009.
- Mattelart, A. / Mattelart, M.: "Historia de las teorías de la comunicación". Barcelona, Paidós, 1997.
- Méndez Rubio, A.: "Perspectivas sobre comunicación y sociedad". València, PUV, 2008.
- Rodrigo Alsina, M.: "Teorías de la comunicación". Barcelona/Castellón/València, UAB/UJI/UPF/UV, 2001.

Additional references

- De Fleur, M.L./Ball Rokeach, S.J.: "Teorías de la comunicación de masas". Barcelona, Paidós, 1993.
- García Jiménez, L.: "Las teorías de la comunicación en España". Madrid, Tecnos, 2007.
- Hernández Santaolalla, V.: "Los efectos de los medios de comunicación". Barcelona, UOC, 2018.
- McLuhan, M.: "Comprender los medios de comunicación". Barcelona, Paidós, 2009.
- Rodrigo, M. / Estrada, A.: "Les teories de la comunicació". Barcelona, UOC, 2008.
- Wolf, M.: "La investigación de la comunicación de masas". Barcelona, Paidós, 2000.