

**COURSE DATA****DATA SUBJECT**

Code: 36565
Name: Communication and cultural studies
Cycle: Undergraduate Studies
ECTS Credits: 4.5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Facultat de Filologia, Traducció i Comunicació	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	Discurso, ideología y pensamiento	COMPULSORY

COORDINATION

MENDEZ RUBIO ANTONIO

SUMMARY

Communication and Cultural Studies is a compulsory course of the Degree in Audiovisual Communication that is part of the subject Discourse, Ideology and Thought.

The course addresses communication processes as integral elements of cultural dynamics. Content analysis is therefore linked to the pragmatic and contextualised relationship between senders and receivers, with special attention given to the issue of contemporary popular culture. The aim is to reach a sociocultural evaluation of communication, with particular emphasis on its critical ideological effects.

Communication and Cultural Studies presents the field of socio-communicative studies that is academically and internationally recognized as "cultural studies" or "cultural studies. In reality, this area of knowledge, as it was inaugurated around 1960 around the so-called Birmingham School, is by no means a closed or strictly specialized area but, on the contrary, tries to connect communication studies with instruments of analysis and agenda issues that operate in other areas such as anthropology, semiotics, economics, sociology or literature. In this sense, the student is introduced not so much to an area of specific issues (supports, discursive genres, audiovisual texts...) but to a transversal, multifocal approach to the relations between communication and culture, with special attention to the problems that interconnect power, mass culture and popular culture. The subject starts from a work with the theoretical framework of cultural studies to, from there, display, explain and apply the main currents or perspectives



that, within this framework, have been more effective and productive when investigating the dialectical relations between culture and society.

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.

The student is recommended to develop their interests in the field, not merely as marketing or commercial, but above all in the relationships between this socioeconomic dynamic and the cultural changes that give rise to the various contemporary popular music understood as communicative manifestations in a broad sense.

COMPETENCES / LEARNING OUTCOMES

1333 - Degree in Audiovisual Communication

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 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 obtain and select relevant information and sources in order to solve problems and elaborate on strategies.

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 an understanding of the different languages, codes and modes of representation used in the different technological and audiovisual mediums such as photography, cinema, radio, television, electronic image and video, internet etc., through their own individual industries and aesthetics, as well as through the evolution of their social and cultural relevance through time. This should generate the ability to analyse stories and audiovisual works, considering the iconic messages of the texts as products of the



social, political and cultural conditions in which they were produced.

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. Communication, culture and society

1.1. Basic concepts

1.2. Culture and society

1.3. The invention of the everyday life

2. Birth and evolution of cultural studies

2.1. The Birmingham School (CCCS)

2.2. Encoding/Decoding: The Ethnographic Turn

2.3. Globalization and critical limits of cultural studies

3. Methodological opening and conflict

3.1. Popular culture

3.2. The subcultural approach

3.3. The media as mediations

4. Analysis, applications and debates

Presentation of case studies through which the relationship between cultural analysis, audiovisual communication and social criticism is raised and discussed.



Learning outcomes

These contents will be reflected in the following learning outcomes:

- Know the codes and modes of representation typical of audiovisual communication.
- Identify the social, cultural and historical relevance of the aesthetic proposals of the audiovisual industries.
- Carry out analysis of stories and audiovisual works.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	45,00
Total hours	45,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	30,00
Independent study and work	30,00
Preparation of lessons	7,50
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	67,50

TEACHING METHODOLOGY

Face-to-Face Activities

Face-to-face teaching will follow the following methodologies:

- **Lectures.** The aim of these sessions is to establish a relational and comprehensive sequence of content that will be essential for the development and progression of student learning. The texts shared via the Virtual Classroom constitute a working dossier that should accompany, in parallel and in continuity, the syllabus as presented and developed through the lectures. These texts further specify and nuance the content so that students can expand their knowledge in a coherent and well-argued manner.
- **Case study analysis.** The practical cases used in class are drawn from the field of contemporary audiovisual communication and culture. They are designed to foster a critical dialogue between theory and practice, leading to constant interaction between the academic perspectives that structure the course and the object of study, namely, the audiovisual communication field in a



transversal sense.

Non Face-to-Face Activities

Students will carry out the following non-face-to-face activities:

- **Independent study and self-directed work.** Bibliographic references will be made available to students and will be regularly highlighted in class to encourage in-depth engagement. The aim is to help students establish specific conceptual, analytical, and critical connections between the recommended readings and the various sections of the course syllabus.
- **Class preparation through tutorials.** These sessions aim to create spaces for dialogue and interaction, allowing students to personalise their learning process through consultations. Discussion and clarification of doubts are essential for consolidating knowledge in accordance with the course's learning objectives.
- **Preparation of individual or group assignments.** The exercises required should clearly explain and apply the methodological approaches developed in the lectures. From the outset, students are expected to organise their time effectively to investigate areas of the course that, although introduced in class, require additional independent effort beyond the classroom setting.

Sustainable Development Goals (SDGs)

This course especially takes into account the following Sustainable Development Goals:

- **SDG 4. Quality Education.** The course promotes inclusive, equitable, and quality education by developing practical skills in audiovisual editing and postproduction. It supports active learning methodologies that foster meaningful learning and ongoing professional development in the audiovisual field.
- **SDG 5. Gender Equality.** Target 1: End all forms of discrimination against all women and girls everywhere.

EVALUATION

The general grading system will follow the University of Valencia's Regulations for assessment and grading for undergraduate and master's degrees, approved by the Governing Council on May 30, 2017. (ACGUV 108/2017)

Assessment in the first examination period

The assessment in the first examination period will be carried out in the following way:



- **Final written test: 70%.** The written test must specifically reflect the content, concepts, and sections of the subject that are specifically required. It is recoverable in the second examination session.
- **Submission of outlines, summaries, and proposed texts: 20%.** The exercises requested must explain and apply in detail the work guidelines followed in the theoretical classes. It is recoverable in the second examination session.
- **Evaluation of attitude and participation in class dynamics: 10%.** Attendance, class follow-up, and attitude during sessions are an important part of the assessment and must be documented throughout the course. It is not recoverable 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 Test: 70%.** The written test must specifically reflect the content, concepts, and sections of the subject that are specifically required.
- **Submission of outlines, summaries, and proposed texts: 20%.** The exercises requested must explain and apply in detail the work guidelines followed in the theoretical classes.
- **Evaluation of attitude and participation in class dynamics: 10%.** It is not recoverable in the second examination session. The grade obtained in the first examination period will be maintained.

Remarks

- Spelling and grammar correction will be required in both the exam and all other tests, exercises, and written assignments. Each mistake will result in a reduction in the grade obtained, which may be as low as a failing grade.
- If plagiarism is found in an assessment assignment, it may be graded with a numerical grade of zero, regardless of any disciplinary proceedings that may be initiated and, if applicable, any sanction that may be imposed in accordance with current legislation.
- Intellectual honesty is vital in academic communities and for the fair assessment of students'



work. All work submitted for this course must be the student's own original work. Assignments involving fraudulent collaboration will not be accepted in accordance with the "Protocol on dealing with fraudulent practices at the University of Valencia" approved by the Governing Council on 14 July 2020. ACGUV 123/2020. The use of artificial intelligence tools shall comply with the provisions of the "Guidelines for the responsible use of artificial intelligence (AI) in teaching and assessment activities at the University of Valencia" or any regulations that may replace them.

REFERENCES

Basic references

- Grossberg, Lawrence: "Estudios culturales: Teoría, política y práctica". Valencia, Letra Capital, 2010.
- Martín-Barbero, Jesús: "De los medios a las mediaciones: Comunicación, cultura y hegemonía". Barcelona, Anthropos, 2010.
- Mattelart, Armand. / Neveu, érik.: "Introducción a los estudios culturales". Barcelona, Paidós, 2004.
- Méndez Rubio, Antonio: "Perspectivas sobre comunicación y sociedad". València, PUV, 2008.
- Sardar, Ziauddin. / Van Loon, Borin: "Estudios culturales para todos". Barcelona, Paidós, 2005.

Additional references

- Barker, Martin / Beezer, Anne (eds.): "Introducción a los estudios culturales". Barcelona, Bosch, 1994.
- Curran, James / Morley, David / Walkerdine, Valerie (eds.): "Estudios culturales y comunicación". Barcelona, Paidós, 1998.
- Giroux, Henry.: "Estudios culturales, pedagogía crítica y democracia radical". Madrid, Editorial Popular, 2005.
- Guha, Ranahit: "Las voces de la historia y otros estudios subalternos". Barcelona, Crítica, 2002.
- Hebdige, Dick: "Subcultura: El significado del estilo". Barcelona, Paidós, 2003.