



## COURSE DATA

### DATA SUBJECT

**Code:** 36616  
**Name:** Sociology of communication  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 6  
**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	1	Second quarter
1937 - Double Degree Program in Audiovisual Communication and Journalism	Facultat de Filologia, Traducció i Comunicació	1	Second quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
1334 - Degree in Journalism	Sociología	BASIC
1937 - Double Degree Program in Audiovisual Communication and Journalism	Primer Curso (Obligatorio)	COMPULSORY

### COORDINATION

PECOURT GRACIA JUAN

CASCANT SEMPERE MARIA JOSEP

## SUMMARY

*Sociology of Communication* is part of the Basic Training module of the Bachelor's Degree in Journalism. With this subject students will gain knowledge about the large social structures (State, market, social classes, collective identities) and the micro-interactions (face-to-face, ritualised, mediated) that condition the communicative processes in today's society. Key elements such as the social structure of the contemporary public sphere and some of the most significant cultural conflicts that take place in this communicative space will also be addressed.

This subject contributes to several Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education), SDGs 5 (Gender Equality) and SDG 10 (Reduction of inequalities).

## 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 previous requirements have been specified.

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

Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.

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

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 role of media communication in the knowledge society

- Basic sociological concepts and communication
- The sociological imagination

### 2. Society, institutional structure and communication media

- Class structure and media communication
- Gender structure and media comunicacion



### **3. Communication and social change**

- The transition from industrial society to the information society:
- Basic characteristics of industrial society
- Basic characteristics of the information society

### **4. Risk society and sustainability**

- Introduction to risk society
- Sustainability and communication

### **5. The globalization of media**

- Global trends in the media system
- Global networks
- Alternative networks

### **6. Social change**

- Different rhythms of social change
- Social discourses and social change

### **7. Communication technologies and global capitalism**

- The Formation of the Public Sphere
- The Public Sphere in Global Capitalism
- Communication Technologies and the Public Sphere

### **8. Inequality and globalization**

- Les desigualtats en l'estructura comunicativa global
- Els camps comunicatius i la desigualtat
- Els recursos comunicatius i la desigualtat

### **9. Risk society and digital society**

- Opportunities and risks of the digital society
- Digital cyber-utopianism
- Digital cyber-pessimism

### **10. Identities in the age of globalization**



- The construction of identities in media-driven societies
- Socialization and identities
- Social roles and identities
- Individual identities and collective identities
- Digital identities

This content plan will be reflected in the following learning outcomes:

- List the concepts, models, and critical elements that describe, explain, and seek to understand communication in its various facets through theoretical knowledge.
- Adopt a critical position that allows for the evaluation and review of different schools of thought on communication, based on the sociocultural elements that underlie their origin and development.
- Recognise and apply different theoretical perspectives that explain the processes of communication production, distribution, and reception.
- Correctly carry out and present a project from a scientific point of view.
- Find techniques for searching, identifying, selecting, and collecting information.

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	60,00
<b>Total hours</b>	<b>60,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	40,00
Independent study and work	50,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>90,00</b>

## TEACHING METHODOLOGY



MD4 Personalized and/or group tutorials

MD8 Individual self-directed study and work

MD9 Group self-directed study and work

MD1 Theoretical classes (lectures or expository sessions with student presentations)

MD2 Practical classes

MD3 Debate sessions

The learning activities are divided into face-to-face and non-face-to-face components.

The **face-to-face** activities will focus on:

- **Theoretical classes:** development of the syllabus through knowledge building in the classroom (physical or virtual).
- **Practical activities** aimed at reinforcing theoretical concepts, completing practical exercises, and providing guidance on group assignments.

The **non-face-to-face** activities will focus on:

- **Group work:** development of an analytical case study related to the course content.
- **Reading:** scientific or critical texts provided by the lecturer in preparation for class practices.
- **Studying:** in preparation for the objective tests conducted at the end of the semester.

## EVALUATION

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



## **First call**

The assessment will consist of two separate parts, as follows:

- Individual written test at the end of the semester: 60%

The written test will include all the content covered in the subject and is recoverable.

- Group assignments reflecting on the subject: 40%

Group work will be supervised by the lecturer, and both the assignment and the grade will be the same for all members of the group; it will also be recoverable.

To pass the course, it is necessary to obtain at least a mark of five (5 out of 10) in both the written exam and the group assignment.

All assessment activities are recoverable, provided it is possible to design a test that evaluates the achievement of the learning outcomes in the second call.

## **Second call**

The same criteria as in the first call will apply.

## **Academic honesty**

Intellectual honesty is essential in academic communities and for the fair evaluation of students' work. All assignments submitted in this course must be original. Assignments that involve fraudulent collaboration using artificial intelligence (ChatGPT or similar tools) will not be accepted. If plagiarism is detected in a student's assignment, it may be graded with a score of zero and may result in failing the course, regardless of any disciplinary proceedings that may be initiated and, if applicable, the corresponding sanction in accordance with current legislation.

The following will also be considered serious offenses and may result in the immediate failure of the course: copying or allowing the copying of assignments among students; gaining unauthorized access to or prematurely appropriating the content of a test or exam; facilitating or attempting to facilitate the appropriation, alteration, or destruction of the content or results of an assessable activity; and impersonating another person in exams. When any of these serious offenses are detected, the instructor must report them to the Degree Coordination Committee.

The submission of assignments and/or exams containing spelling, typographical, syntax, coherence, or writing errors will be penalised and may result in failing the corresponding test.



## REFERENCES

### Core references:

- Bourdieu, P. (2006). *Sobre la televisión*. Anagrama.
- Castells, M. (1997). *La era de la información, economía, sociedad y cultura. La sociedad red*. Alianza.
- Castells, M. (2009). *Comunicación y poder*. Alianza.
- Giddens, A. y Sutton, P. W. (2018). *Sociología*. Alianza.
- Habermas, J. (1981). *Historia y crítica de la opinión pública*. Gustavo Gili.
- Thompson, J. B. (1998). *Los medios y la modernidad: una teoría de los medios de comunicación*. Paidós.

### Supplementary references:

- Baudrillard, J. (2005). *Cultura y simulacro*. Kairós.
- Benkler, Y. (2015). *La riqueza de las redes: cómo la producción social transforma los mercados y la libertad*. Icaria.
- Bourdieu, P. y Wacquant, L. (2008). *Una invitación a la sociología reflexiva*. Siglo XXI.
- Cohen, S. (2017). *Demonios populares y pánicos morales: delincuencia juvenil, subculturas, vandalismo y drogas*. Gedisa.
- Collins, R. (2009). *Cadenas de rituales de interacción*. Anthropos.
- Eagleton, T. (2001). *La idea de cultura. Una mirada política sobre los conflictos culturales*. Paidós.
- Goffman, E. (1993). *La presentación de la persona en la vida cotidiana*. Amorrortu.
- Jamerson, F. (1991). *El postmodernismo o la lógica cultural del capitalismo avanzado*. Paidós.
- Jenkins, H. (2006). *Convergence culture: la cultura de la convergencia de los medios de comunicación*. Paidós.
- Larraín, J. (2010). *El concepto de ideología (4 vols)*. LOM Ediciones.