



COURSE DATA

DATA SUBJECT

Code: 44896
Name: Knowledge Society and Communication
Cycle: Master's Degree
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Facultat de Filologia, Traducció i Comunicació	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Sociedad del conocimiento y comunicación	COMPULSORY

COORDINATION

CARRATALA SIMON FRANCISCO ADOLFO

SUMMARY

La materia *Sociedad del Conocimiento y Comunicación* se integra en el primer semestre del Máster oficial en Nuevos Periodismos, Comunicación política y Sociedad del Conocimiento y es concebida como pilar común respecto de los dos grandes ámbitos abordados en este programa de postgrado, relacionados con el ejercicio periodístico y la comunicación política. Las asignaturas que conforman esta materia buscan explorar el proceso comunicativo desde su articulación con los fenómenos de carácter geoestratégico así como de transformación y movilización social. Por tanto, la materia se aproxima al estudio y reflexión de la comunicación en el contexto actual mediante el análisis y la discusión en torno a las oportunidades y desafíos que plantea en la sociedad red así como sobre las perspectivas e instrumentos teóricos surgidos para su examen. Los contenidos de esta materia contemplan los conocimientos previos adquiridos por el alumnado en las asignaturas precedentes. El módulo se relaciona con los ODS 4, 5, 7, 10 y 16, en tanto en cuanto concibe la sociedad del conocimiento no solo como un espacio saturado de información, sino también como un entorno donde el acceso a dicha información sirve y empodera socialmente para obtener una educación de calidad, para construir una sociedad de iguales en cuanto a los géneros, para construir un desarrollo acorde con la salvaguarda del medio ambiente y tendente a la reducción de las desigualdades, así como para la conquista de la paz y la justicia social.

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

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Achieve the organisational and relational capacity to integrate personal work and capacities into the collective work carried out in teams, even in multidisciplinary environments.

Be able to carry out theoretical work in the specific field of communication and journalism.

Be able to define a transversal and multidisciplinary conceptual framework with the aim of determining the interconnections between society, politics and the media.

Be able to differentiate and discuss concepts that account for the social, communicative and cultural transformations in advanced societies in recent decades: knowledge society, network society, globalisation, information society, audience democracy, audience fragmentation, cyberpolitics, networked communities and other similar concepts in the field of information and communication.

Be able to differentiate and discuss ways of transmitting all kinds of public policies from the institutions to the citizenry.

Be able to establish and delimit the profiles of rigorous and quality journalism in all kinds of fields but especially in those emerging from contemporary social reality in terms of sources, protocols of formulation, professional ethics and public responsibility.

Identify, analyse and integrate the diversity of positions and interests of the actors involved in the communicative relations analysed, including the position and interests of the person carrying out the sociocommunicative research.

Recognise and explain the ethical and deontological implications and the social responsibility derived from the research outcomes and their effects on the decision-making of the actors involved.

Respect and promote fundamental rights, equal opportunities and non-discrimination on the grounds of economic status, ethnic origin, sexual orientation or beliefs.

Respect and promote the principles of equality between men and women, universal accessibility for people with functional diversity, democratic values, the culture of peace and sustainability.

Ser capaz de realizar trabajos prácticos, adaptados a entornos comunicacionales reales, con especificidad en los campos de la comunicación política y/o de las nuevas especializaciones periodísticas, aplicando los conocimientos, las capacidades y las habilidades adquiridas.

Show sensitivity for work carried out with rigor, commitment and emphasis, by using inclusive, non-sexist and non-discriminatory language.



Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

1.

- Theories of communication. From communication theories in the societies of culture and mass communication to those of information and knowledge societies. Reconfiguration and complementarity of paradigms in the field of communication.

- The contemporary communicative ecosystem. Conceptualisation and operationalisation of today's communication ecosystem. From analogue mediocentrism to digital ways, processes and mediations. Physiognomy of the media.

- What is the public sphere and how it has changed. Circulation of messages and actors in the public sphere. The loss of centrality of the media. The post-media public sphere.

- Internet technologies as political symbols in contemporary mobilisation and their relevance for political participation from civil society.

- Tactical use of technologies in social movements: activation and organisation strategies. Critical interpretation of digital platforms and technological innovation as a strategy for transforming social movements.

- Emancipatory communication and its manifestations: free media, hacker movement, data activism, digital disconnection, etc.

2.

- Geopolitics and global (dis)order. Fragmentation, complexity and uncertainty in a multi(uni)polar world. New and old geopolitical actors. The recomposition of power and new centralities. Beyond states. The new "empires" of the 21st century. The great uncouplings and their (geo)political consequences. Globalization, states and democracies. The great "trilemma". Freedoms, citizen empowerment. Right to information and power control.

- Conflicts and wars in the 21st century. A complex geography of conflicts. The wars of the 21st century. Ethics and humanitarian action. The new post-political actors. New global risks and threats. Geopolitics, environment and natural resources. New geography of conflicts. The climate crisis and its geopolitical implications.



- Europe as a geopolitical project and as a global actor. The EU as a geopolitical project. The current geopolitical context and its implications in Western Europe. Existential crisis and risks of social and political fracture. Europe as a global actor. Europe and its borders. The future of the European Union. Spain in the world. Recent trends and possible future scenarios.

3.

- Analysis of the political environment for collective action. Elaboration of diagnostic plans of the social and political context for communicative planning. The organization of the communication departments of social organizations. The production of discourse in social organizations. Journalism and activism. Alternative media.

- Strategic management of communication in organizations. Institutional communication. Internal communication as a resource of cohesion of civil society groups. Elements of relationship between public institutions and social organizations. Crisis management.

- From collective action to connective action. Frames and citizen mobilization. From publics to crowds. Interaction and relations of social movements with institutional and media actors. The network and digital activism: characteristics and transformations of mobilization in and from the Internet.

- Challenges and limits of social movement research. Tensions between offline and online space. From clicktivism to hacktivism. Fragmented discourses and virtual bubbles. Countermovements and conservative activism. New processes of communication and exclusion on the net: hate speech on the Internet.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	37,50
Total hours	37,50

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	12,50
Individual or group project	50,00
Independent study and work	50,00
Preparation of lessons	37,50
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	150,00

TEACHING METHODOLOGY



The teaching methodology combines several modalities, including:

- Lectures, designed to present the concepts and raise the fundamental lines of the contents of the subject.
- Attendance and participation in workshops, seminars and conferences, in which debates and open discussions will be held on readings or case studies that the lecturers will present.
- Personal tutorials for guidance and individual discussion with the students on the work framed in the subject.

EVALUATION

The subject will be assessed by means of the following tests, with the weighting indicated in the overall mark for the module:

- The examination of a part of the contents of the subject (30%).
- Participation in the discussion and reading seminars in the classroom (20%).
- The completion of a course work, which allows for an in-depth treatment of the contents of the subject, based on a case study to be agreed with the teaching staff (50%).

Second sitting: marks will be kept from the first to the second sitting (not from one year to the next), so that only those elements failed in the first sitting will need to be made up.

ATTENTION:

1. It is necessary to attend 80% of the classes in order to be evaluated for class participation.
2. The papers, exams or any other activity that students prepare for their teaching assessment must be original, without plagiarism or improper use of artificial intelligence. The detection of plagiarism, as a serious offence, will result in immediate suspension from the respective course. Copying or facilitating the copying of work between students on the degree course, irregular access to or early appropriation of the content of a test or exam, facilitating or procuring the appropriation, alteration or destruction of the content or results of an assessable activity, and impersonation in exams will also be considered serious misconduct and will therefore lead to immediate suspension from the exam session.

REFERENCES

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Internet. Madrid: Alianza CASTELLS, M. (2000). La era de la información. Vols. I-II-III. Madrid, Alianza. SCOLARI, C. (2008). Hipermediaciones. Elementos para una Teoría de la Comunicación Digital Interactiva. Barcelona: Gedisa BAUMAN, Z. (2013). La cultura en el mundo de la modernidad líquida. Madrid: FCE MARÍ, V.M. y CEBALLOS, G. (coords.) (2018). Desbordes comunicativos: comunicación, ciudadanía y transformación social. Madrid: Fragua CÁRDENAS, L. (2009). Comunicación y construcción de ciudadanía: aporte para el desarrollo. Madrid: Libros de la Catarata ZAPATA-BARRERO, R. (2001). Ciudadanía, democracia y pluralismo cultural, hacia un nuevo contrato social. Barcelona: Anthropos. MOURA DE OLIVEIRA, F. (2018). La semiosis de la noticia: movimientos sociales en red y crisis del periodismo. Barcelona: Editorial UOC. CINTRA, E. & MATEUS, S. (2015). From multitude to crowds: collective action and media. New York : Peter Lang. BENNETT, W.L. & SEGERBERG, A. (2013). The Logic of Connective Action: Digital Media and the Personalization of Contentious Politics. New York: Cambridge University Press.

- Castells, M. (2008). Los medios de comunicación en la sociedad red. Barcelona: UOC Chillón, A. y Duch, L.I. (2016). Sociedad mediática y totalismo. Antropología de la comunicación. Vol. II. Barcelona: Herder Solove, D.J. (2004). The Digital Person: Technology and Privacy in the Information Age. New York: NY UP. Sadin, Éric (2017). La siliconización del mundo: la irresistible expansión del liberalismo digital. Buenos Aires: Caja Negra Bauman, Z. (2007). Vida de consumo. Madrid: FCE Lévy, P. (2007). Cibercultura. La cultura en la sociedad digital. Rubí (Barcelona): Anthropos Francisco, A. de (2007). Ciudadanía y democracia: un enfoque republicano. Madrid: Libros de la Catarata Collins, R. (2005). Sociología de las filosofías. Una teoría global del cambio intelectual. Barcelona: Hacer Editorial. Ullán de la Rosa, F.J. (2017). Teorías sociológicas de los movimientos sociales. Madrid: Catarata. Therborn, G. et al. (2016). Nuevas masas, nuevos medios. Madrid: Traficantes de sueño.