



COURSE DATA

DATA SUBJECT

Code: 44896

Name: Knowledge Society and Communication

Cycle: Master's Degree

ECTS Credits: 6

Academic year: 2026-27

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

2239 - Master's Degree in New Journalism, Political Communication and Knowledge So

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 general marking scheme will follow the regulations of the University of Valencia approved by the Governing Council on 30 May 2017. ACGUV 108/2017. The module will be assessed through the following components, with the weighting indicated below contributing to the overall module mark: - An examination covering part of the module's content (30%) - Participation in classroom discussion and reading seminars (20%) - Completion of a course assignment, which allows for an in-depth examination of the course content, based on a case study to be agreed with the teaching staff (50%). Second sitting: marks will be carried over from the first to the second sitting (but not from one academic year to the next), so that students will only need to retake the elements in which they failed in the first sitting. Students must attend 80% of classes in order to be assessed, where applicable, on their class participation. Correct spelling and grammar will be required in both the exam and the practical exercises. Each spelling mistake, typographical error or incorrect expression will result in a reduction in the mark awarded, which may lead to a fail. Intellectual honesty is vital in academic communities and for the fair assessment of students' work. All work submitted in this course must be original. Work involving fraudulent collaboration will not be accepted, in accordance with the "Protocol for 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 must 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

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