



Information about the subject

Degree: Bachelor of Science Degree in Multimedia and Digital Arts

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 1251106 **Name:** Theory of Communication

Credits: 6,00 **ECTS Year:** 1 **Semester:** 1

Module: Bases metodológicas

Subject Matter: Comunicación **Type:** Basic Formation

Department: Multimedia and Digital Arts

Type of learning: Classroom-based learning

Languages in which it is taught: Spanish

Lecturer/-s:

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Module organization

Bases metodológicas

Subject Matter	ECTS	Subject	ECTS	Year/semester
Comunicación	6,00	Theory of Communication	6,00	1/1
Idioma Moderno aplicado	6,00	Business and Technological English	6,00	3/2



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Haber adquirido conocimientos avanzados y demostrado una comprensión de los aspectos teóricos y prácticos y de la metodología de trabajo en su campo de estudio con una profundidad que llegue hasta la vanguardia del conocimiento. [RA1]
- R2 Aplicar correctamente sus conocimientos a su trabajo o vocación de una forma profesional y ser capaz de elaborar y defender argumentos y resolver problemas dentro de su área de estudio. [RA2]
- R3 Ser capaz de recopilar e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética. [RA3]
- R4 Ser capaz de transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado. [RA4]
- R5 Demostrar un alto grado de autonomía en el aprendizaje. [RA5]
- R6 Elaborar respuestas teórico-prácticas basadas en la búsqueda sincera de la verdad plena y la integración de todas las dimensiones del ser humano ante las grandes cuestiones de la vida. [RA6]
- R7 Generar y desarrollar nuevas ideas aplicándolas a los problemas y retos que se plantean en su ámbito de estudio y en su entorno profesional mediante soluciones originales e innovadoras demostrando iniciativa, emprendimiento, flexibilidad y espíritu crítico. [RA 11]
- R8 Explicar las características propias del sector de la producción digital, su funcionamiento y las tendencias que marcan su evolución actual y futura. [RA17]



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
	20,00%	SE1. Pruebas objetivas
	20,00%	SE2. Realización de actividades teórico-prácticas
	10,00%	SE3. Asistencia y participación en clase
	50,00%	SE4. Examen Final

Observations

Aquí tienes la **traducción al inglés** del fragmento completo que has proporcionado sobre la normativa de evaluación de la asignatura **Teoría de la Comunicación**:

Single Assessment

According to Article 9 of the General Regulations for Evaluation and Grading of Official and Proprietary Degrees at UCV, the single assessment is linked to the student's inability to attend classes in a face-to-face degree program. Therefore, it is an extraordinary and exceptional evaluation system available to students who, with justified and accredited reasons, are unable to follow continuous assessment. These students must request the single assessment from the professor in charge of the subject, who will explicitly decide on the approval or denial of such request and will inform the student of the decision.

For the subject **Theory of Communication**, the minimum required attendance is **50%**, which is the threshold to be considered when evaluating the potential application for single assessment. If granted, it will follow the same deadlines and percentages as continuous assessment. The 10% corresponding to attendance and participation will be replaced by the **reading and oral presentation of a book on communication theory**, to be agreed with the professor, both in the **first and second exam sittings**.

Furthermore, the professor may consider repeated lateness, inattentiveness in class (e.g., unauthorized mobile phone use, lack of participation, etc.) as non-attendance. This may be added to the total count of absences and may lead to exceeding the threshold that implies single assessment, also impacting the participation and attendance percentage specified in the syllabus.

Cases, Exercises, Tests, Plagiarism, Copying, and Citation Omissions

Throughout the course, autonomous and individual work assignments will be proposed, along with complementary readings. Each exercise will be assigned a specific percentage value and will be



accompanied by a rubric prior to execution. In practical cases, punctual submission, originality, execution quality, and use of appropriate resources (bibliographic search, comparative analysis, etc.) will be assessed.

Copying, plagiarism, failure to cite sources, unauthorized use of AI, or spelling mistakes will result in the failure of the assignment. Assignments may be done in class or at home depending on the professor's instructions. In-class work **may or may not be announced in advance.**

In all submitted work (individual or group), as well as in the exam, spelling errors will negatively affect the grade. Repeated mistakes will result in an automatic failure of the task or exam:

·3 spelling mistakes = one point deducted, up to a maximum of 3 points.

The use of AI will be determined by the professor and may be authorized or not depending on the nature of the task. If allowed, its use will be described in the assignment brief or communicated by the professor in class.

Improper use of AI, as well as **copying, plagiarism or use of illicit means** in assignments, tests, or exams, constitutes a **serious offense**, subject to disciplinary action and the corresponding academic sanction, which includes failing the course with a **zero (0)**, as established in Article 25 of the UCV's General Evaluation and Grading Regulations.

Final Exam and Overall Grade

The subject includes a **final exam**, which must be passed (minimum 5 out of 10) in order to average with the rest of the grades obtained in the subject. **Failing the exam automatically means failing the course**, regardless of the continuous assessment marks.

The average grade obtained in continuous assessment will remain valid for the **first and second sittings**, and **no substitute assignments** may be submitted for those already completed during continuous assessment. If a student fails in the first sitting, **a single substitute assignment** may be submitted in the second sitting **only if a justified reason is provided for not submitting it on time**, or if the professor deems its repetition justified. In any case, the student must also retake the exam in the second sitting.

If the student passes the exam but does **not achieve a total average of 5 out of 10**, they must **retake the exam**.

Under no circumstances may additional assignments be submitted to improve the final grade if the subject has already been passed.

Presence at the beginning of the exam implies participation in the assessment; students cannot claim to be "absent" if they leave the room immediately after receiving the exam. **Arriving late** to the exam prevents participation and the mark recorded will be **"Not Present" (NP)**.

Criteria for the Awarding of "Honors"

To be eligible for an **Honors Distinction**, the student must score **at least 9 out of 10**. The ratio of Honors awarded will follow UCV regulations: **1 Honor per every 20 students enrolled**.

¿Deseas que te lo prepare en formato Word o PDF? También puedo traducir o generar la guía docente completa si lo necesitas.



MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- | | |
|----|---------------------------------|
| M1 | MD1. Clase magistral |
| M2 | MD2. Clases Prácticas |
| M3 | MD3. Trabajo en grupo (en aula) |
| M4 | MD4. Tutoría |
| M5 | MD5. Evaluación |
| M6 | MD6. Trabajo en grupo |



IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
AF1. Escucha activa M1, M2	R1, R2, R3, R4, R7, R8	25,00	1,00
AF2. Actividades de aplicación M1, M2	R1, R2, R3, R4, R7, R8	25,00	1,00
AF4. Trabajo individualizado o en pequeño grupo con el profesor M1, M2	R1, R2, R3, R4, R7, R8	5,00	0,20
AF5. Evaluación M5	R1, R2, R3, R4, R7, R8	5,00	0,20
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
AF7. Trabajo individual M1, M4, M5	R1, R2, R3, R4, R5, R8	90,00	3,60
TOTAL		90,00	3,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
Anthropological and Symbolic Foundations of Communication	·What is communication? Communicative complexity, types and functions of language ·Animal communication ·Why do we communicate? The relational nature of the human being ·The emergence of language and symbolic evolution ·The symbolic condition of human beings: sign, symbol and interpretation
History and Evolution of Media	·History of communication from prehistory to the present ·Evolution and impact of the press, advertising, radio, cinema, television and the internet
Communication Theories	·General introduction to communication theories ·Technical model of Shannon and Weaver ·Hypodermic theory and direct effects ·Lasswell's model and propaganda theories ·Uses and gratifications, selectivity and motivation ·Cognitive dissonance, agenda setting and media functions ·Public opinion, cultivation theory, spiral of silence ·Media manipulation: Lippmann, Noelle-Neumann, Overton window, post-truth and fake news ·Frankfurt School: culture and media ·Cultural hegemony and political economy of the media (Gramsci) ·Semiotics, active reception and visual sign analysis ·Feminism, decolonialism, personalism and Catholic thought ·Palo Alto School and Watzlawick's axioms ·Symbolic interactionism, Goffman's frames and reflexivity ·McLuhan and hyperconnection. Digital ethics, privacy and digital footprint



Temporary organization of learning:

Block of content	Number of sessions	Hours
Anthropological and Symbolic Foundations of Communication	5,00	10,00
History and Evolution of Media	2,00	4,00
Communication Theories	23,00	46,00

References

- Del Río, P., Álvarez, A., & Linaza, J. L. (2004). *La comunicación: Teoría y desarrollo*. Ariel.
- Ferrés, J. (2000). *Teoría de la comunicación: Una propuesta*. Paidós.
- Cassirer, E. (2001). *Antropología filosófica: Introducción a una filosofía de la cultura*. FCE.
- Watzlawick, P., Beavin, J. H., & Jackson, D. D. (2007). *Teoría de la comunicación humana*. Herder.
- McLuhan, M. (1996). *Comprender los medios de comunicación: Las extensiones del ser humano*. Paidós.
- Jakobson, R. (1985). *Ensayos de lingüística general*. Ariel.
- Eco, U. (1997). *Obra abierta*. Ariel.
- Habermas, J. (1987). *Ciencia y técnica como ideología*. Tecnos.
- Adorno, T. W., & Horkheimer, M. (1994). *Dialéctica de la Ilustración*. Trotta.
- Hall, S. (2003). *La identidad cultural en la postmodernidad*. Paidós.
- Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (2005). *La televisión y la cultura de la violencia*. Gedisa.
- Shannon, C. E., & Weaver, W. (1993). *Teoría matemática de la comunicación*. Instituto de Estudios Económicos.
- Lippmann, W. (2003). *La opinión pública*. Ediciones de la Universidad de Barcelona.
- Agustín de Hipona. (2004). *De doctrina cristiana*. BAC.