



Information about the subject

Degree: Bachelor of Science Degree in Psychology

Faculty: Faculty of Psychology

Code: 292037 **Name:** -Psychology of the Media

Credits: 6,00 **ECTS Year:** The course is not offered this academic year **Semester:** 1

Module: OPTIONAL

Subject Matter: Community psychology and social intervention **Type:** Elective

Field of knowledge: Ciencias de la salud

Department: Basic, Social, and Neuropsychology

Type of learning: Classroom-based learning / Online

Languages in which it is taught:

Lecturer/-s:



Module organization

OPTIONAL

Subject Matter	ECTS	Subject	ECTS	Year/semester
Health psychology	84,00	-Clinical Neuropsychology	6,00	0, 4/1
		-Disorders of Eating Behavior	6,00	3, 4/1
		-Health Psychology	6,00	3, 4/1
		-Legal Psychology	6,00	0, 4/1
		-Main Models of Intervention in Psychotherapy	6,00	This elective is not offered in the academic year 25/26
		Mediation and familiar orientation	6,00	3, 4/1
		-New Directions in Psychotherapy	6,00	This elective is not offered in the academic year 25/26
		-Prevention and Treatment of Addictive Behavior	6,00	0, 2, 3/1
		-Psychogerontology	6,00	This elective is not offered in the academic year 25/26
		-Psychology of the Chronic Disease and of Rehabilitation	6,00	This elective is not offered in the academic year 25/26
		-Psychology, Grieving and Palliative Care	6,00	4/1



Health psychology		-Psychopharmacology	6,00	4/1
		Sleeping disorders	6,00	4/1
		-Therapy Techniques and Behavior Modification	6,00	This elective is not offered in the academic year 25/26
Transversal psychology	42,00	Anthropology of the Person and Health	6,00	This elective is not offered in the academic year 25/26
		Basic Social and Emotional Skills for Professional Practice of Psychology	6,00	This elective is not offered in the academic year 25/26
		History and Philosophy of the Family	6,00	This elective is not offered in the academic year 25/26
		-Psychology of Religion	6,00	This elective is not offered in the academic year 25/26
		Psychology, and Information and Communication Technologies	6,00	This elective is not offered in the academic year 25/26
		-Qualitative Research Methodology	6,00	This elective is not offered in the academic year 25/26
		Scientific English II	6,00	This elective is not offered in the academic year 25/26



Educational psychology	48,00	-Affective Linkages in the Life Cycle	6,00	This elective is not offered in the academic year 25/26
		Development of Cognitive Skills	6,00	This elective is not offered in the academic year 25/26
		Education for Interculturality	6,00	This elective is not offered in the academic year 25/26
		Educational Intervention for Students with Special Educational Needs	6,00	This elective is not offered in the academic year 25/26
		-Occupational Guidance	6,00	This elective is not offered in the academic year 25/26
		Preventive Intervention and Early Stimulation	6,00	2, 3/1
		-School Psychology	6,00	2, 3/1
		Strategies and Tools for Effective Learning	6,00	This elective is not offered in the academic year 25/26
Psychology of work and human resources	42,00	-Cooperative Work in Interdisciplinary Teams	6,00	This elective is not offered in the academic year 25/26
		-Intervention Techniques in Human Resources	6,00	This elective is not offered in the academic year 25/26



Psychology of work and human resources		Interview and Psychological Counselling	6,00	This elective is not offered in the academic year 25/26
		Management of the Work Climate in Organisations	6,00	3/1
		Mediation and Intervention in Family Businesses	6,00	This elective is not offered in the academic year 25/26
		-Negotiation and Conflict Resolution	6,00	0, 4/1
		-Psychology of Communication	6,00	2/1
Community psychology and social intervention	54,00	Family and Aid to Dependency	6,00	2, 3/1
		Intervention and Organisation of Socio-cultural Events	6,00	This elective is not offered in the academic year 25/26
		-Psychology of Conflict and Violence	6,00	2/1
		-Psychology of Criminality	6,00	3/1
		-Psychology of Physical Activity and Sport	6,00	This elective is not offered in the academic year 25/26
		-Psychology of Social Intervention	6,00	This elective is not offered in the academic year 25/26
		-Psychology of the Media	6,00	This elective is not offered in the academic year 25/26



Community psychology and social intervention		Psychosocial Intervention in Disasters and Emergencies	6,00	3/1
		-Social Support Theory and Strategies	6,00	This elective is not offered in the academic year 25/26
Speech therapy psychology	30,00	Acquisition and Development of Language	6,00	This elective is not offered in the academic year 25/26
		Assessment of Language, Speech and Voice	6,00	0/1
		-Language and Hearing Disorders	6,00	0/1
		Linguistic Analysis of Language Disorders	6,00	This elective is not offered in the academic year 25/26
		-Speech and Voice Disorders	6,00	This elective is not offered in the academic year 25/26

Recommended knowledge

Not required

Prerequisites

El alumno deberá cursar un mínimo de 30 ECTS de Optatividad, entre las asignaturas activadas en el curso académico.



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 Knowing the concepts, theories and main models of Psychology in the community and social intervention context.
- R2 Being able to design intervention plans that are adequate to the different contexts of the community environment.
- R3 Knowing and acquiring the necessary skills for the correct management of the therapeutic relationship



Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

GENERAL		Weighting			
		1	2	3	4
CG1	The ability to work in interdisciplinary teams.				X
CG2	The ability to develop and constantly update one's competencies, skills and knowledge according to the profession's standards.				X
CG3	Showing interest in the quality of one's performance and being able to develop systems to ensure one's service quality.			X	
CG4	Being able to evaluate one's personal performance and knowing one's competencies and limitations.			X	

SPECIFIC		Weighting			
		1	2	3	4
CE1	Analyzing needs and requests of addressee functions in different contexts.				X
CE2	Establishing psychological action goals in different contexts, proposing and negotiating the goals with addressees.				X
CE3	Planning and carrying out interviews.				X
CE4	Analyzing and measuring variables (personality, intelligence and other aptitudes) and cognitive, emotional, psychobiological and behavioral processes .			X	
CE5	Identifying differences, problems and needs.				X
CE6	Diagnosing following professional principles.			X	
CE7	Analyzing and assessing interaction processes, group dynamics and group and inter-group structures.				X
CE8	Identifying group and inter-group problems and needs.				X



CE9	Analyzing and assessing interaction processes, organizational and inter-organizational dynamics and structure.				X
CE11	Analyzing the context in which personal behaviors, group and organizational processes take place.				X
CE12	Selecting and correctly using tools, products and services and identifying those people and group concerned.			X	
CE15	Defining objectives and devising action plans according to action goals. (prevention, treatment, rehabilitation, insertion, support).				X
CE16	Choosing adequate psychological intervention techniques.			X	
CE17	Mastering strategies and techniques to get addressees involved.				X
CE18	Putting into practice direct intervention strategies and methods: psychological advice, therapy, negotiation mediation...			X	
CE19	Putting into practice direct intervention strategies and methods in contexts: building healthy environment...				X
CE21	Planning programmes and intervention assessment.			X	
CE23	Analyzing and collecting important data for intervention assessments.				X
CE24	Analyzing and interpreting assessment results.				X
CE25	To be able to measure and to collect relevant data for the evaluation of the interventions				X
CE26	Writing oral and written reports.				X
CE27	Knowing and adapting to the psychology code of ethics.				X
CE32	To know the psycho-social principles of group operation and of organisations.				X
CE34	To know different evaluation methods, psychological diagnoses and treatments in different applied domains of Psychology.			X	
CE37	To know the different specialities of application of Psychology and to have the knowledge necessary to promote quality of life in individuals, groups, communities and organisations in different contexts.			X	



TRANSVERSAL		Weighting			
		1	2	3	4
CT1	Capacity to analyze and synthesize.				X
CT2	Capacity to organize and plan.				X
CT3	Mastering Spanish oral and written communication.				X
CT6	Capacity to manage information (capacity to look for and analyze information coming from different types of sources)				X
CT7	Problem solving.			X	
CT8	Decision making.			X	
CT9	Capacity to work in team.				X
CT10	Capacity to work in interdisciplinary teams.				X
CT12	Interpersonal skills.			X	
CT13	Understanding multicultural and diverse environment.				X
CT14	Critical capacity.				X
CT15	Ethics.				X
CT16	Capacity to develop and update competences, skills and knowledge following professional standards.			X	
CT17	Capacity to adapt to new situations.				X
CT18	Capacity to produce new ideas (creativity).				X
CT20	Knowing foreign cultures.				X
CT21	Taking initiatives and enterprising spirit.				X
CT23	Sensitivity to environmental issues			X	



CT24	Taking responsibility			X
CT25	Self-criticism ability: being able to critically assess one's performance.		X	
CT26	Assessing our behavior and knowing our competences and limits.			X
CT27	Capacity to express feelings.	X		
CT28	Capacity to overcome possible frustrations.	X		
CT29	Interpreting other's intentions.		X	
CT30	Social commitment.			X
CT31	Sensitivity to problems facing mankind.			X
CT32	Sensitivity to personal, environmental and institutional injustices.			X
CT33	Showing concern for the development of individuals, communities and people.			X
CT34	Professional relationships: being able to build and maintain relationships with other professionals and important organizations			X
CT36	Being able to collect information using different kinds of sources.			X
CT37	Being able to collect information from other people.			X



Assessment system for the acquisition of competencies and grading system

In-class teaching

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3	60,00%	Oral and/or written tests employed in initial, training and/or summative student assessment.
R1, R2, R3	20,00%	Presentation of practical activities.
R1, R2	10,00%	Attendance and active participation: lessons, group assignments and tutoring sessions. It will be monitored and registered by the teacher.
R2, R3	10,00%	Group assignments.

Observations

The student must pass separately the different evaluation systems (attendance and active participation, practices and exam)' to pass the course.

Criteria for the awarding of Honor Grades "Evidence of levels of excellence in all competencies and learning outcomes"

Online teaching

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3	75,00%	Final evaluation consisting of essay questions and hypothetical scenarios.
R1, R2, R3	5,00%	Submitted tasks
R1, R2	20,00%	Attendance and participation in synchronic communication activities.

Observations

The student must pass separately the different evaluation systems (attendance and active participation, practices and exam)' to pass the course.

Criteria for the awarding of Honor Grades "Evidence of levels of excellence in all competencies and learning outcomes"



In accordance with the regulations governing the assessment and grading of subjects in force at UCV, the distinction of "Matrícula de Honor" (Honours with Distinction) may be awarded to students who have achieved a grade of 9.0 or higher. The number of "Matrículas de Honor" (Honours with Distinction) may not exceed five percent of the students enrolled in the group for the corresponding academic year, unless the number of enrolled students is fewer than 20, in which case a single "Matrícula de Honor" (Honours with Distinction) may be awarded.

Exceptionally, these distinctions may be assigned globally across different groups of the same subject. Nevertheless, the total number of distinctions awarded will be the same as if they were assigned by group, but they may be distributed among all students based on a common criterion, regardless of the group to which they belong. The criteria for awarding "Matrícula de Honor" (Honours with Distinction) will be determined according to the guidelines stipulated by the professor responsible for the course, as detailed in the "Observations" section of the evaluation system in the course guide.

Learning activities

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

- M1 Teacher presentation of contents, competency analysis, explanation and demonstration of capacities, abilities and knowledge in the classroom (presential modality).
- M2 Teacher-supervised groupwork sessions: case studies, diagnostic tests, problems, fieldwork, IT room, visits, data searches, libraries, web, Internet, etc. Building knowledge significantly through interaction and student activities (presential modality).
- M3 Supervised monographic sessions with shared participation.
- M4 Application of interdisciplinary knowledge.
- M6 Personalized attention in small groups. Training and/or orientation period by a teacher aimed at revising and discussing the materials and topics presented in the lessons, seminars, lectures, assignments, etc.
- M7 Set of oral and/or written tests employed in initial, training or summative assessment of the student.
- M8 Group preparation of readings, essays, problem resolution, seminars, assignments, reports, etc. to be presented or handed in during theory lessons, practical lessons and/or tutoring sessions in small groups. Tasks done on the platform or other virtual spaces.



- M9 Students' independent study: individual preparation of readings, essays, problem resolution, seminars, assignments, reports, etc. to be presented or handed in during theory lessons, practical lessons and /or small-group tutoring sessions. Tasks on the platform or other virtual spaces.
- M11 Teacher presentation of contents, competencies analysis, explanation and demonstration of capacities, abilities and knowledge on the virtual classroom.
- M12 Group work sessions via chat moderated by the teacher. Case studies –both real and fictional– aimed at building knowledge through interaction and students' activities . Critical analysis of values and social commitment.
- M13 Monographic sessions throughout the course, focused on current aspects and applications of the subject.
- M14 Set of oral and/or written tests employed in initial, training or summative assessment of the student.
- M15 Student's individual study: individual preparation of readings, essays, problem resolution, seminars, assignments, reports, etc. to be discussed or turned in in electronic format.
- M16 Individualized attention for the monitoring and orientation in the learning process, performed by a tutor in order to revise and discuss the materials and topics, seminars, readings and assignments, etc.
- M17 Group preparation of readings, essays, problem resolution, seminars, assignments, reports, etc. to be discussed or handed in.
- M18 Participation and contributions to discussion forums related to the subject and moderated by the module's teacher.
- M19 Problem resolution, comments, reports to be handed in according to the deadlines throughout the course.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
ON-CAMPUS CLASS Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge. M1	R1, R3	34,00	1,36
PRACTICAL CLASSES Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity. M2	R2, R3	10,00	0,40
GROUP WORK EXHIBITION Application of multidisciplinary knowledge. M4	R2, R3	8,00	0,32
OFFICE ASSISTANCE Personalized and small group attention. Period of instruction and/or orientation carried out by a tutor to review and discuss materials and topics presented in classes, seminars, papers, etc. M6	R1, R2	4,00	0,16
ASSESSMENT Set of oral and/or written tests used in initial, formative or additive assessment of the student. M7	R1, R2, R3	4,00	0,16
TOTAL		60,00	2,40



LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
GROUP WORK Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions. Work done on the university e-learning platform M8	R1, R2, R3	30,00	1,20
INDEPENDENT WORK Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions. Work done on the university e-learning platform. M9	R1, R2, R3	60,00	2,40
TOTAL		90,00	3,60



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Virtual session (distance learning) M11	R1, R2, R3	29,00	1,16
Virtual practical session (distance learning) M12, M18	R1, R2, R3	15,00	0,60
In-person or virtual assessment (distance learning) M14	R1, R2, R3	2,50	0,10
Individual tutoring sessions (distance learning) M16, M19	R2, R3	3,00	0,12
Discussion forums (distance learning) M12, M13	R2, R3	9,75	0,39
Continuous assessment activities (distance learning) M19	R2	0,75	0,03
TOTAL		60,00	2,40

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual work activities (distance learning) M15	R1, R2, R3	50,00	2,00
Teamwork (distance learning) M17	R1, R2, R3	40,00	1,60
TOTAL		90,00	3,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
Block I	THE COMMUNICATION PROCESS: FOUNDATION AND MAIN THEORETICAL MODELS Human communication Theoretical models of human communication Axioms of human communication Cognition and communication
Block II	COMMUNICATION IN GROUPS Communication and social interaction Intragroup communication. Intergroup communication
Block III	MASS COMMUNICATION AND NEW TECHNOLOGIES Team communication. Small and large group communication Communication and ICT. Communication and social networks. Mediated communication and communication support. Alternative communication
Block IV	TECHNIQUES IN THE MEDIA Exploratory searches online. Search for documentation. Problem resolution. Argumentation techniques. Interview techniques. Public speaking techniques. Debate management. Thematic exhibitions. Writing of essays and reports. Critical viewing of audiovisuals: films and documentaries



Temporary organization of learning:

Block of content	Number of sessions	Hours
Block I	5,00	10,00
Block II	5,00	10,00
Block III	10,00	20,00
Block IV	10,00	20,00

References

- ÁLVAREZ, J. T. (1987). Stories and models of communication in the XXI century. Barcelona: Ariel.
- BERJANO, E. & PINAZO, S. (2001): Social interaction and communication. Valencia: Tirant lo Blanch.
- CARNEGIE, D. (1988). How to speak well in public. Barcelona: Edhasa.
- CIBANAL, J. et alii (2006). Communication techniques and helping relationship in health sciences. Madrid: Elsevier.
- GOFFMAN, E. (1971). Ritual of interaction. Buenos Aires: Contemporary Time.
- HABERMAS, J. (1984). Theory of communicative action. Madrid: Taurus
- JIMÉNEZ, F. (1991). Interpersonal communication: educational exercises. Madrid: Calasanz Institute of Education Sciences
- MADRID, J. (2005): The processes of the helping relationship. Bilbao: Desclée de Brouwer.
- NGUYEN, K, MURILLO, G, KILLEN, R & JONES, L. (2017). Memorable presentations. Create unique experiences that captivate your audience. Barcelona: Uranus
- ONGALLO, C. (2007). Communication manual: guide to manage knowledge, information and human relations in companies and organizations. Madrid: Dyckinson.
- PERPIÑÁ, C (Coor) (2012). Manual of the psychological interview. Knowing how to listen, knowing how to ask. Madrid: Pyramid.
- SHELTON, N. & SHARON, B. (2006). Make your voice heard without yelling. Assertiveness. Madrid: Confemetal Foundation.
- SPERBER, D. & D. WILSON (1994): Relevance. Madrid: Viewer.
- TREVITHICK, P. (2002). Communication skills in social intervention. Madrid: Narcea