



Nebrija
Universidad

Degree Advertising,
Jornalism, Audiovisual,
Communications, Scenic
Arts, Business,
Administration, Law
internacional,
Relaciones

PUB101 COMMUNICATION THEORY

Course: PUB101 Communication Theory

Instruction: Basic

ECTS Credits: 6

Year: 1

Semester: 1

Professor: Silvia Herreros de Tejada

Academic year: 2011-2012

1. PREVIOUS REQUIREMENTS

None.

2. BRIEF COURSE DESCRIPTION

The course provides students with an overview of the principles and central ideas involved in the communication process. It deals with the communication field within the global context of Social Sciences as well as with other domains, like mass communication media and communication professional skills.

3. LEARNING OBJECTIVES AND SKILLS

competencies:

- Know and understand the basics of communication.
- Apply this knowledge to their professional work, getting the skills, abilities and skills typically demonstrated through the preparation and defense of arguments and solving problems.
- Skill in finding information and the ability of analysis, synthesis and critical assessment.
- Ability to convey information, problems, ideas and solutions, acquiring skills in oral and written communication. Ability to work as a team.
- Develop learning skills necessary to undertake further studies in greater depth in the communication.

Learning outcomes:

- Compression of the basics of the field of communication
- Work to deepen and synthesis search from literature sources related to the field of Social Sciences ..

4. COURSE ACTIVITIES AND METHODOLOGY

Methodology for this course is multidisciplinary. It combines theory and practical cases with students' work, tutoring sessions and continuous evaluation.

Theory: 1,8 ECTS (30%). Basic concepts will be taught through lecturing and class participation. Students will also receive advising and instruction to continue their learning process with the aid of practical classes and extra assignments.

Practice: 0,9 ECTS (15%) Classroom practical activities will basically consist on analysis, discussion, and application of theoretical concepts to practical cases. Practical activities include both individual and group work.

Students' personal work: 2,1 ECTS (35%) It includes all the student's required work outside the classroom that ensures the assimilation of course contents and provides understanding of their practical application. Assignments will include readings and study, the use of primary and secondary sources, internet, preparation of practical exercises, academic research papers or/and informal research on current social realities.

Tutoring Sessions: 0,6 ECTS (10%) Student's work and learning process will be under the continuous instructor's supervision. Tutoring sessions will be held in individual or group bases.

Evaluation: 0,6 ECTS (10%) Continuous evaluation includes homework assignments, papers and exams.

5. METHOD OF EVALUATION

5.1. Final Evaluation:

Final grades will be calculated as follows:

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|--|-----|
| • Attendance and participation (Class and Tutoring Sessions) | 10% |
| • Mid-term exam | 20% |
| • Portfolio of activities carried out throughout the course | 20% |
| • Final Exam | 50% |

5.2. Resit Evaluation:

- The resit exam will account for 70% of the student's final grade.
- The portfolio will also account for 20% of the student's final grade in the resit evaluation. Students will have to turn in a new portfolio if failed in the first session's final examination period or if they wish to raise their final grade.
- Participation's 10% of the first session final grade will be still valid in the resit evaluation.

5.3. Restrictions:

Students will be required to have at least 75% class attendance to receive a grade for this course (including theoretical, practical sessions and tutoring sessions). A minimum score of 5 is needed in order to pass the course.

Warnings about plagiarism

The Faculty of Communication Sciences in any case not tolerate plagiarism or copying. Plagiarism is considered the reproduction of paragraphs from texts other than the audit of the student (Internet, books, articles, work colleagues ...) when it did not cite the original source from which they come. In case of detecting such practices shall not be eligible in the suspense of the subject in the call concerned.

6. BIBLIOGRAPHY

REQUIRED READINGS: Textbook and articles

ANDERSON, R., & ROSS, V. *Questions of Communication. A practical introduction to theory*. Boston: Bedford, St. Martins, 2002. (Extracts)

BARTHES, R. "The Death of The Author" in LODGE, D. (ed.) *Modern Criticism and Theory*. Essex: Longman, 2000.

KELLNER, D. *Cinema Wars. Hollywood Film and Politics in the Bush-Cheney Era*. New York: Blackwell Publishers, 2010. (Introduction: Film, Politics and Society)

ADORNO, HORKHEIMER. "The Culture Industry: Enlightenment as Mass Deception" in *Dialectic of Enlightenment*. London: Verso, 1979.

FURTHER READINGS:

ABRIL, Gonzalo, *Teoría general de la información*. Madrid: Cátedra, 1997.

ARANGUREN, J. L., *La comunicación humana*. Madrid: Tecnos, 1986.

BARTHES, R., *La aventura semiológica*. Barcelona: Paidós, 1990.

BRYANT, J. y ZILMAN, D., *Los efectos de los medios de comunicación. Investigación y Teorías*. Barcelona: Paidós, 1996.

BUSTAMANTE, E., *Hacia un nuevo sistema mundial de comunicación. Las industrias culturales en la era digital*. Barcelona: Gedisa, 2003.

CAMPBELL, J. *The Hero with a Thousand Faces*. London: Fontana Press, 1993.

CASTELLS, M., *La era de la información*. Madrid: Alianza, 1998.

- CHATMAN, S. *Story and Discourse: Narrative Structure in Fiction and Film*. Ithaca: Cornell University Press, 1978.
- CURRAN, S. *Documentary Storytelling*. Oxford: Focal Press, 2007.
- DeFLEUR, D., *Teorías de la comunicación de masas*. Barcelona: Paidós, 1993.
- DENNETT, D. *Consciousness Explained*. London: Penguin, 1993.
- EAGLETON, T. *An Introduction to Literary Theory*. Oxford: Blackwell, 1996.
- EGRI, L. *The Art of Dramatic Writing*. New York: Touchstone, 2004.
- ELLIS, R. Y McCLINTOCK, A., *Teoría y práctica de la comunicación humana*. Barcelona: Paidós, 1993.
- ERLICH, V. *El Formalismo Ruso* (1955). Barcelona: Seix Barral, 1974.
- FERNÁNDEZ COLLADO, C. y GALGUERA GARCÍA, L., *La comunicación humana en el mundo contemporáneo*. Madrid: McGraw-Hill, 2008.
- FISKE, John. *Introduction to Communication Studies*. London: Routledge, 1982.
- FLOCH, J-M., *Semiótica, marketing y comunicación*. Barcelona: Paidós Comunicación, 1993.
- FRYE, N. *Anatomy of Criticism*. London: Atheneum, 1967.
- HERREROS DE TEJADA, S. *Todos crecen menos Peter. La creación del mito de Peter Pan por parte de J. M. Barrie*. Madrid: Lengua de Trapo, 2009.
- HUNTER, L. *Screenwriting*. London: Robert Hale, 1993.
- LODGE, D., *The Practice of Writing*. London: Penguin, 1996.
—(ed.) *Modern Criticism and Theory*. Essex: Longman, 2000.
—*Consciousness and the Novel*. London: Penguin, 2002.
- MARTÍN ALGARRA, M. *Teoría de la comunicación: una propuesta*. Madrid: Tecnos, 2010.
- MARTÍN SERRANO, M. *Teoría de la comunicación. La comunicación, la vida y la sociedad*. McGraw Hill, 2010.

MATTELART, A. y M., *Historia de las teorías de la comunicación*. Barcelona: Paidós, 1997.

MCKEE, R. *El Guión*. Madrid: Alba Editorial, 2002.

McLUHAN, M. y POWERS, B. R., *La aldea global*, Gedisa, Buenos Aires, 1996.

McQUAIL, D., *Introducción a la teoría de la comunicación de masas*. Barcelona: Paidós, 1999.

McQUAIL, D., WINDAHL, S., *Modelos para el estudio de la comunicación colectiva*. Pamplona: Eunsa, 1997.

PLATÓN. *Gorgias*. Madrid: Gredos, 2010.

SEMPRINI, A., *El marketing de la marca*.

WATZLAWICK, P. y otros, *Teoría de la comunicación humana*. Barcelona: Herder, 1995.

WEST, R. y TURNER, H., *Teoría de la comunicación: Análisis y aplicaciones*. Madrid: McGraw-Hill, 2005.

WOLF, M., *La investigación de la comunicación de masas. Crítica y perspectivas*. Barcelona: Paidós, 1996.

7. PROFESSOR'S BRIEF CURRICULUM VITAE

Silvia Herreros de Tejada has a PhD in Communication, a degree in English Language and Literature and a Masters in Comparative Literature from Edinburgh University. She has studied Creative Writing at the New School (New York) and she graduated in screenwriting at ECAM (Madrid Film School).

At present, she teaches Communication Theory and Literature and Creation at Nebrija University; screenwriting and literature at ECAM. She has been a professor in Centro Universitario Villanueva and CICE. Besides, she has been a speaker at Oxford University, Universidad Rey Juan Carlos and Complutense.

She obtained the 2009 Non-Fiction Caja Madrid Award with the book: *Everyone Grows Up Except Peter. J.M. Barrie's creation of the Peter Pan myth*. She has published literary translations and prologues.

Screenwriter and Director of documentaries in TVE and Canal Plus, she has worked as a dialogist in TV series, and has written several feature films for Kanzaman and

La Zona Films. She works as a fiction analyst, of both cinema and literature and she has participated in advertising campaigns for Loewe perfumes.



8. PROFESSOR'S OFFICE HOURS

- Building Zamora Vicente. By appointment to the teacher after the class or the Secretary of the Faculty of Communication Sciences.

Tutorials: consult the schedule of tutorials on the bulletin board of the Faculty of Communication Sciences.



9. DETAILED SEQUENCE OF TOPICS AND ASSIGNMENTS

DEGREE: PU,PE,CA,AR,ADE,DER,RI
ASIGNATURA: Communication Theory
CURSO: 1º
SEMESTRE: 1º
CRÉDITOS ECTS: 6

Week	Session	Sessions of Theory, Practice and continuous evaluation	Student's Homework and Research Assignments	Class Hours	Weekly Study and Homework Hours
1	1-M 26/9	-Presentation of the subject: Objectives, methodology, bibliography and evaluation. -Revision of basic communication concepts	Activity 1: in groups -Students work together to apply the possible uses of Communication Theory to their specific degrees.	1hr30	
1	2-W 28/9	<u>Unit 1: Introduction to communication theory</u> -Defining the concept of communication. -The importance of communication theory and its field of study. -Communication in different contexts. -Preparation of Activity 1: Why do I want to study Communication Theory?		1hr30	
2	3-M 3/10	-Activity 1 class presentation. <u>Unit 2: The importance of theorizing</u> -Theorizing as an everyday occurrence. What is a theory? -The attitude of availability -Communication as a changing science -Preparation Activity 2	Activity 2: Individual -a) Read a newspaper and take notes of all the sentences that mention the concept of theory. -b) Take notes of situations in which you mention the word theory in everyday contexts. -c) Discuss how, and how often, our culture tends to employ the concept of theory. Activity 3: in groups Analyse and discuss a theory according to the established criteria	1hr30	
2	4-W 5/10	-How to analyse/judge/ build/ evaluate comment on a theory. -Research in communication -The feedback concept		1hr30	
2	5-F 7/10	Sharing of conclusions from activities 2 and 3		1hr30	

3	6-M 10/10	<p><u>Unit 3: Communicative interaction</u></p> <p>-Dialectics of executive and expressive interactions in communicative behaviour.</p> <p>-Verbal and non-verbal communication.</p> <p>-Signified and signifier/ Text and subtext /functions of communication</p> <p>-Preparation Activity 4</p>	<p><u>Activity 4: Individual</u></p> <p>-Apply expressive-executive dialectics and the rest of the new concepts to several key scenes of David Fincher's film "The Social Network"</p>	1hr30	
4	7-M 17/10	<p><u>Unit 4: Analysis of the communicative task</u></p> <p>-Components</p> <p>-Mediations</p>		1hr30	
4	8-W 19/10	Class presentation of some of the scenes analysed for activity 4.	<p><u>Activity 5.1: Individual</u></p> <p>-Interpersonal Communication: description of a recent communicative situation in the student's life.</p> <p><u>(Activity 5.2.: Individual)</u></p> <p>-Complete activity 5.1. with the conclusions obtained in the role-playing experience</p>	1hr30	
4	9-F 21/10	<p><u>Unit 5: Interpersonal communication</u></p> <p>-Characteristics</p> <p>-Some perspectives (American pragmatism CMM Theory, Dialogic Theory and Dramaturgical Theory),</p> <p>-Preparation activity 5. (Introducing scene analysis)</p>		1hr30	
5	10-M 24/10	<p>-Role-playing of some of the situations in activity 5</p> <p>-Elements for an effective reception.</p>		1hr30	
5	11-W 26/10	<p><u>Unit 6: Introduction to Mass Communication</u></p> <p>-Differences between mass communication and interpersonal communication.</p> <p>-Preparation (class examples) activity 6.</p>	<p><u>Activity 6: in groups</u></p> <p>-Select two TV ads that are addressed to young people and analyse the persuasive strategies they use</p> <p><u>Activity 7: Individual</u></p> <p>-Discursive analysis and structure of Steve Jobs' speech at the University of Stanford.</p>	1hr30	
6	12-W 2/11	<p><u>Unit 7: Persuasive communication</u></p> <p>-Persuasive factors</p> <p>-Aristotle and Plato rhetorics.</p> <p>-Cicero's oratory techniques.</p>		1hr30	
6	13-F 4/11	Debate on the different persuasive strategies of activities 6 and 7.	Study of the units taught so far. Preparation for the midterm exam.	1hr30	



7	14-M 7/11	Review of concepts and possible doubts.		1hr30	
8	15-M 14/11	MIDTERM EXAM		1hr30	
8	16-W 16/11	Analysis of the exam's questions and students' self-evaluation.		1hr30	
8	17/F 18/11	<p><u>Unit 8: The impact of television</u></p> <ul style="list-style-type: none"> -Television as a contemporary "bard" -Classical storytelling and structures. -Some TV genres: the theatricalization of the private sphere in the 90s. 	<p><u>Activity 8: Individual</u></p> <p>Analyse prime time TV series of the principal Spanish channels. Tendencies, values, conclusions.</p>	1hr30	
9	18-M 21/11	Debate on Activity 8.		1hr30	
9	19-W 23/11	<p><u>Unit 9: Transmission Models</u></p> <ul style="list-style-type: none"> -Shannon and Weaver. -Media extend and change of our senses -Lasswell and the hypodermic needle approach -Wiener's cybernetics. Feedback and entropy in communication. 	<p><u>Activity 9: in groups</u></p> <p>-Apply the transmission models to: (professional issues) a speech, a job interview, an exposition, a communication campaign, an advertising campaign etc.... (personal issues) a pop song, a personal photograph, a text message etc....</p>	1hr30	
10	20-M 28/11	<p><u>Unit 10: The nature of influence</u></p> <ul style="list-style-type: none"> -Multistep flow of influence (Lazarsfeld y Katz). -Personal influence and communication. -The concept of opinion leaders. 		1hr30	
10	21-W 30/11	<p><u>Unit 11: Palo Alto and the systemic models</u></p> <ul style="list-style-type: none"> -Paul Watzlawick's five axioms. -Examples of Watzlawick's analysis. -Palo Alto vs. The Theory of Symbolic Interaction 	<p><u>Activity 10: Individual</u></p> <p>-Write a five-part essay analysing a literary text from the Palo Alto point of view.</p>	1hr30	
10	22-F 2/12	<p><u>Unit 12: Critical Theory and Cultural Studies</u></p> <ul style="list-style-type: none"> -The Frankfurt School and its influence -The Birmingham School -Douglas Kellner and the influence of mass culture in contemporary society -Symbol, icon and myth -Preparation activity 11 	<p><u>Activity 11: in groups</u></p> <p>-Prepare a small speech on the pop-culture icons of your generation.</p>	1hr30	



11	23-W 7/12	-Debate on activity 11. -Exposition of activity 12.		1hr30	
12	24-M 12/12	<u>Unit 13: The “agenda setting” concept</u> -Mass media and the building of reality. -Fiction/ Non fiction/ objectivity/ subjectivity/ the impossibility of “truth” -The information era.	<u>Activity 12: in groups</u> -Choose different news articles of several sections (until you reach 10) -Develop a news bulletin according to the theory of Branston and Stafford.	1hr30	
12	25-W 14/12	-News: structure, contents, point of view -News analysis -Exposition of the self-observation diary activity	-Conclusions and presentation	1hr30	
13	26-M 19/12	<u>Unit 14: Uses and gratifications theory and new trends in communication</u> -Functions, dysfunctions, uses and gratifications of the different media (radio, TV, press, cinema, Internet...) -New trends	<u>Activity 13: Individual</u> -A self-observation diary: During one week, each student will register and analyse in detail his/her habits when using media products (Internet, social networks, etc.) -Extract the uses and gratifications -Conclusions	1hr30	
13	27-W 21/12	<u>Unit 15: New approaches to study communication in the information society</u>	<u>Activity 14: Individual</u> -Take the same theory that they analysed on the first week, and comment it according to the knowledge they have acquired throughout the course.	1hr30	
14	28-M 9/1	Debate and conclusions: Are we slaves of communication?	Study time Preparation for the final exam	1hr30	
14	29-W 11/1	Final questions and doubts before the final exam		1hr30	
15 a 16		Final Exam		3hr	
17 a 18		Resit Exam		3hr	
1 a 18		Tutoring Sessions		15hr	
TOTAL					150 hours