



Original text

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SYLLABUS COD: CCO-1001-24608-202110

SAN FRANCISCO UNIVERSITY OF QUITO
SCHOOL: COMMUNICATION AND CONTEMP ARTS.
Semester: 202110 - First Semester 2021/2022
Hours: LI 10:00 - 11:20 (Room G-208)

TEACHER INFORMATION:

Teacher: Karolina Romero

Email: kromeroa@asig.com.ec

Office: **Office hours:**

COURSE DATA:

COURSE: CCO-1001 - COMMUNICATION FUNDAMENTALS

NRC: 2630

Credits: 3

Prerequisites: Verify prerequisites in the BANNER academic system.

Co-requisites: The course has no co-requisites

COURSE DESCRIPTION:

This course provides a historical and analytical look at the development of the models and theories that they study communication. This study emphasizes a theoretical line that includes the communication from a ritual (cultural) model, to more than the transmission model (linear). The historical journey covers different stages of the development of human communication, but emphasizes the emergence of the mass media in the late nineteenth century, and with it, the mass society. This context gives rise to study the effects of the media on society, develop critical tools to discuss texts (semiotics), study the reception (encoding / decoding model), and the production of communication (including notions of cultural industries). At the end of the course, reflect on the relationships created between the global digital society and communication

intercultural. In the development of each topic, a product review will be developed media (according to the theory or model studied), and which will include perspectives of gender role analysis.

COURSE SPECIFIC LEARNING OUTCOMES:

#	Learning outcomes	Level
1	Criticize, from a theoretical perspective, different pieces of communication.	Half
2	Analyze the historical evolution of the different paradigms Communication.	Half
3	Distinguish the most important models on communication and how they are applied in practice.	Half
4	Assess the role of communication in construction	Half

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of society and in the lives of individuals.

COURSE CONTENTS:

Epistemology and models of mass communication.
 Divergent communication ideas: the linear mathematical model and the ritual model.
 Information and communication schemes and models.
 Theories about mass communication.
 Paradigms in communication research.
 Media technology and society.
 Semiotics, semiology and the text in communication.
 History and foundations of critical theory and the culture industry.
 The cultural theory and cultural studies.
 Symbolic mediation processes and mechanisms for the construction of reality.
 The construction of reality: the role of producers (issuers).

New information and communication technologies, an approach from language of new media.

Copyright and the surveillance society.

Intercultural communication in a globalized world

METHODOLOGY FOR THE INTEGRATION BETWEEN THEORETICAL CONTENTS AND PRACTICES:

The teaching methodologies used to teach the USFQ courses, following the philosophy of the Liberal Arts, encourage dialogue and facilitate the construction of the knowledge through the constant exchange of ideas and experiences between teachers and students. It is expected that in all courses the theoretical contents will be linked to the professional practice and work context where the students will work in the future, trying to integrate activities and simulations of various kinds that promote understanding of content contextualized with practice and reality.

COURSE EVALUATION:

Category	Description	% of the final grade
Participation	Class participation	10
Presentation	Reading presentation	twenty
Team work	Group work: 3 jobs	30
Reading reports	Reading reports	twenty
Final exam	Final work (Written essay)	twenty

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Participation: the class participations of the students who support informed discussions on topics proposed by the teacher and the rest of the class.

Presentation: each student will make a presentation that will contain a theoretical analysis and methodological of a reading corresponding to a specific day of the schedule.

Group work: in groups of 4-5 students, analysis activities will be developed and criticism of cultural examples using class texts.

Reading Reports: Students will use the material from two readings to answer specific questions.

Final exam: students will analyze a contemporary communication problem from the perspectives studied in class.

MAIN BIBLIOGRAPHY:

Mattelart, A. and Mattelart, M. (1997). History of communication theories. Barcelona: Paidós.

McQuail, D. (2000). Introduction to the theory of mass communication. Barcelona: Paidós, pp. 71-110.

Wolf, M. (1985). The research of mass communication. Barcelona: Paidós, pp. 9-45.

McLuhan, M. (1996). To understand the communication media. Barcelona: Paidós.

Manovich, Lev. The language of the new media. Buenos Aires: Paidós.

FURTHER READING:

De Fleur, M. and Ball-Rokeach, S. (1993). Theory of mass communication. Barcelona: Paidós.

Maigret, É. (2005). "From the mathematical model to the anthropology of communication", in Sociology of Communication and the Media. pp. 145-166. Bogotá: Culture Fund Economical

Carey, J. (1992). Communication as Culture: Essays on Media and Society. New York: Routledge.

Eco, U. (1999). "The office of the reader", in Project communication, comp. by Jesús Martín Barbero and Armando Silva. Bogotá: Tercer Mundo Editores, pp. 242-261.

POLICIES:

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All USFQ courses are governed by the norms of learning ethics, ethics of the research and ethics of behavior that appear in the [Code of Honor and Coexistence of the USFQ](#) ; and by the policies and procedures detailed in the [Student Handbook](#)

SCHEDULE OF ACTIVITIES

DATE	TEMARY	ACTIVITIES OF CLASS	EVALUATION
Week 1		Class attendance	
23 - 25 August	Presentation, organization and explanation of the course.		
Week 2	From the origins to the revolution of the communications. Epistemology and models of mass communication.	Class attendance Class discussion	Participation in class
August 30	Readings: Mattelart, Armand and Michèle Mattelart (1997) "Chapter 1", in <i>History of communication theories</i> . Barcelona: Paidos, pp. 9-22.		
September 1	De Fleur, Melvin L. and Sandra J. Ball-Rokeach (1993) <i>Theory of mass communication</i> . Barcelona: Paidós, pp. 19-71.		
Week 3	Two divergent communication ideas: the model linear mathematical and ritual model.	Class attendance Class discussion	Participation in class
September 6	Readings: Maigret, Éric (2005) "From the mathematical model to the anthropology of communication ", in <i>Sociology of Communication and the Media</i> . Pp. 145-166. Bogota: Fund of Economic Culture.		Reading report 1
September 8	Carey, J. (1992). <i>Communication as Culture: Essays on Media and Society</i> . New York: Routledge.		
Week 4	Theories about mass communication	Class attendance	Participation in class
	Reading:	Class discussion	

13 - 15 September	McQuail, D. "Concepts and Models", in <i>Introduction to Theory of Mass Communication</i> . Barcelona: Paidós, pp. 71-110.		Reading report 2
Week 5	Paradigms in communication research: history of theories	Class attendance Class discussion	Participation in class
September 20	Readings: Wolf, Mauro (1985). "Context and paradigms in research on the media ", in <i>The investigation of the mass communication</i> . Barcelona: Paidós, pp. 9-45.		

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September 22	Maigret, Éric (2005) "The Lazarsfeldian Theory of Limiting Effects ", in <i>Sociology of Communication and the Media</i> . Bogotá: Fund for Economic Culture, pp. 123-144.	Exposition students 1	
Week 6	A cross look between media technology and company: Marshal McLuhan.	Class attendance Class discussion	Participation in class
September 27	Readings: McLuhan, M. (1994). <i>Understand the means of communication</i> . Barcelona: Paidós, pp. 29-42.		
September 29	McLuhan continued... .. McLuhan, M. (1994). <i>Understand the means of communication</i> . Barcelona: Paidós, pp. 255-284.		
Week 7	Semiotics, semiology and the text in communication (Roland Barthes, Umberto Eco)	Class attendance Class discussion	Participation in class
October 4	Readings: Maigret, Éric (2005) "From semiology to pragmatics", in <i>Sociology of Communication and the Media</i> . Pp. 185-208. Bogotá: Fund for Economic Culture.	Exposition students 2	Team work 1: Analysis of a commercial from perspective semiotics.
October 6	Eco, Umberto (1999) "The office of the reader", in <i>Projecting the communication</i> comp. by Jesús Martín Barbero and Armando Silva. Bogotá: Tercer Mundo Editores, pp. 242-261.		

Week 8	History and foundations of critical theory. The industry cultural.	Class attendance Class discussion	Participation in class
October 11	Readings: Maigret, Éric (2005) "The Frankfurt School and the theory of mass culture", in <i>Sociology of Communication and of the Media</i> . Pp. 107-121. Bogotá: Culture Fund Economical	Exposition students 3	
October 13	Mattelart, Armand and Michèle Mattelart (1997) "Industry cultural, ideology and power", in <i>History of theories of communication</i> . Pp. 51-75. Barcelona: Paidós.		
Week 9	The cultural theory and the "cultural studies". The context race, class and gender in communication.	Class attendance Class discussion	Participation in class
October 18-20	Readings: McQuail, D. "Mass Communication and Culture", in <i>Introduction to the Theory of Mass Communication</i> . Barcelona: Paidós, pp. 157-194.	Exposition students 4	

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Week 10	Continuation The cultural theory and the "cultural studies". The social context of race, class and gender ...	Class attendance Class discussion	
October 25	Readings: Maigret, Éric (2005) "Los cultural studies (Studies Cultural)", in <i>Sociology of Communication and Means</i> . Bogotá: Economic Culture Fund, pp. 245-270.	Exposition students 5	
October 27	Mattelart, Armand and Michèle Mattelart (1997) "Ethnography of audiences", in <i>History of theories of</i>		

communication . Barcelona: Paidós, pp. 98-103.

Week 11	All Souls Day holiday and academic recess in the middle semester		
November 1 - 3	Individual work: Analysis of Documentary "Nada es private". Delivery date: November 8		
Week 12	Long-term effects study: the agenda setting. Symbolic mediation processes and mechanisms of construction of reality.	Class attendance Class discussion	
8 - 10 November	Reading: Wolf, Mauro (1985). "The study of the long-term effects term ", in <i>The investigation of mass communication</i> . Barcelona: Paidós, pp. 85-108.	Exposition students 6	
Week 13	The construction of reality: the role of producers (issuers).	Class attendance Class discussion	Participation in class
November 15	Readings: Wolf, Mauro (1985). "From the sociology of issuers to newsmaking ", in <i>The investigation of the communication of masses</i> . Barcelona: Paidós, pp. 109-158.		
November 17	Maigret, Éric (2005) "The sociology of the professions of communication ", in <i>Sociology of Communication and Means</i> . Bogotá: Fund for Economic Culture, pp. 271-297.	Exposition students 7	
Week 14	New information and communication technologies, a approach from the language of the new media. Contemporary polemics: copyleft and the society of the surveillance.	Class attendance Class discussion	Participation in class
November 22	Readings: Manovich, Lev. "The New Media Language of Communication. "Buenos Aires: Paidós, pp. 3-27.	Exposition students 8	Team work 2: Analysis "fake news "
November 24	Carracedo, J. (2002). Surveillance in the societies of the information: an electronic panopticon ?. <i>Politics and Society</i> Vol. 39, Num 2, Madrid, pp. 437-455.		

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Week 15	Intercultural Communication in a globalized world and Non-verbal communication.	Class attendance Class discussion	Participation in class
November 29	Reading: Asunción-Lande, Nobility (1994). "Communication Intercultural "in <i>Human Communication. Social Science</i> . Mexico: McGraw-Hill, pp. 179-198.	Exposition students 9	
December 1	Final work advisory		
Week 16			
December 6	Quito Foundation Holiday		
December 8	Final work advisory	Class attendance	
Week 17			Final work
December 13	Final work		
December 15	Final Work Delivery		

This Study Program (Syllabus) was reviewed and approved by the coordination of the area academic or responsible department. In case it is necessary to make changes / adjustments to the study program, you must request it to the coordination of the academic area or department responsible for the approved changes / adjustments to be reflected in the Design system Curricular.

During the 202110 semester the teaching process designed for this course is consistent with the approved plants for the return to the presence, so they must always respect the capacity indicated for each classroom. Some classes will be taught in modality face-to-face, other courses will be offered in a hybrid modality (with face-to-face and synchronous virtual), in addition there will be courses that will be held exclusively in the synchronous virtual (without face-to-face) and ONLINE courses offered for students studying careers in that modality. Each syllabus must be designed according to the modality of learning in which the course will be taught, in all cases the use of technological tools, telematics and other methodologies to facilitate learning during the transition to normality. All learning activities seek to ensure compliance of academic plans of the careers and programs and continuity of the studies of the students; the physical integrity of the students, preserving the quality and academic rigor and the right to work, to health of academic, support and administrative staff.

