

DEGREE IN COMMUNICATION

FIRST YEAR

Campus CEADE, Isla de la Cartuja. Sevilla.

DEGREE IN COMMUNICATION

| Year | 1 st |
|---|-----------------|
| Written Language and Communication | First Semester |
| The World today and International Relations | First Semester |
| Political Organization and Structure | First Semester |
| Communication Technology | First Semester |
| Communication Theory | First Semester |
| Communication Law | Second Semester |
| Graphic Design and Visual Culture | Second Semester |
| Economics | Second Semester |
| Persuasive Communication Basis | Second Semester |
| Journalistic Information Theory | Second Semester |

WRITTEN LANGUAGE AND COMMUNICATION

1. SUBJECT DESCRIPTION

| | |
|------------------------------|---|
| Degree | Communication |
| Subject | Written Language and Communication |
| Module | Basic Social Sciences Module I |
| Department | Social and Health Science |
| Semester | First Semester |
| Total Credits | 6 |
| Year | 1 st |
| Type | Basic Training |
| Language in classroom | Spanish |

2. SKILLS

2.1. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG12 - Having a good command of the Spanish language in order to be able to

produce communication documents.

CG13 - Being able to understand text and image messages in the media.

2.2. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT14 - Applying ethical behaviour and values and caring about quality and rigour.

2.3. SPECIFIC SKILLS

There is no data

3. CONTENT

Correct use of Spanish. Style. Norms. Use. Spelling. Rules for accent marking. Punctuation marks. Idiomatic transgressions. Gender and number. Degrees of the adjective. Pronouns and prepositions and conjunctions. Oral and mismatch general errors. Language, native tongue and speech individual language. General Theory of Signs. Word formation procedure. Semantic relationships. Sense and function of writing. Planning and pre- writing. The act of writing. Narrative. Elements of the narrative: narrator, characters, time, space. Narrative techniques. Analysis of texts. Text models: description, exposition, epistolary genre and argumentation. Academic writing.

THE WORLD TODAY AND INTERNATIONAL RELATIONS

1. SUBJECT DESCRIPTION

| | |
|----------------|--|
| Degree | Communication |
| Subject | The World today and International Relations |

| | |
|------------------------------|--------------------------------|
| Module | Basic Social Sciences Module I |
| Department | Social and Health Science |
| Semester | First Semester |
| Total Credits | 6 |
| Year | 1 st |
| Type | Basic Training |
| Language in classroom | Spanish |

2. SKILLS

2.4. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG1 - Having a knowledge of the economic, political, legal, social and cultural environment in which communication takes place.

CG2 - Being able and having the necessary skill to assess a situation and define adequately a communication problem or need from the social sciences stance.

CG5 - Being able and having the necessary skill to use research throughout the communication process.

CG6 - Developing the skills which will enable students to think about communication, not only from the view point of professional practice but also for its own role, importance, projection and consequences in the individual, social, cultural and political aspects.

CG9 - Having a knowledge of the state of the world and its recent historic evolution, paying special attention to Europe, Latin America and the Mediterranean, as well as understanding its basic parametres.

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

2.5. CROSS SKILLS

- CT01 - Organizing and planning work in an efficient and motivating way,
- CT02 - Using communication skills and constructive criticism in team work.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes.
- CT14 - Applying ethical behaviour and values and caring about quality and rigour.

2.6. SPECIFIC SKILLS

There is no data

2. CONTENT

The Bipolar World Order. From the Second World War to the Cold War (1945-1989). The UNO and peace and international security organization. Military formation and strategies of the antagonistic power blocs. East- West Crisis: main conflicts (1950-75). Arms race and space conquest. Conflict in the Middle East Area: Arab- Israeli conflict. The decolonization process. The construction of Europe.

Revolutions in the Middle East: Iran. The War in Afghanistan. Perestroika, the fall of the communist regime. The end of the century and the New World Order. The capitalist world in the nineties. Latin America and the Far East: crisis and saviours in Latin America; the Asian financial crisis in Japan. Revolutions in the north of Africa: the Arab Spring (2010- 2011). New century, new problems. Globalization. Economic globalization: multinationals. Supranational political systems. The consolidation of International Society. States.

Intergovernmental international organizations. Non governmental organizations. International public opinion. Sectorial organizations. European Union. Auxiliary institutions and bodies. The great challenges of the 21st century. Systems in crisis. Islamic fundamentalism. New challenges in the area of international peace and security: international disputes and conflicts. The promotion of the international community's main interests: international protection of human rights, the environment and development aid.

POLITICAL ORGANIZATION AND STRUCTURE

1. SUBJECT DESCRIPTION

| | |
|------------------------------|---|
| Degree | Communication |
| Subject | Political Organization and Structure |
| Module | Basic Social Sciences Module I |
| Department | Social and Health Science |
| Semester | First Semester |
| Total Credits | 6 |
| Year | 1 st |
| Type | Basic Training |
| Language in classroom | Spanish |

2. SKILLS

2.7. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG1 - Having a knowledge of the economic, political, legal, social and cultural environment in which communication takes place.

CG3 - Being able to use constitutional principles and values as a work tool in communication activities, particularly the use of fundamental rights and the principle of equality.

CG6 - Developing the skills which will enable students to think about communication,

not only from the view point of professional practice but also for its own role, importance, projection and consequences in the individual, social, cultural and political aspects.

CG17 - Having a knowledge of the information and communication legal regulations which establish the framework within which we can work.

CG18 - Having a knowledge of the professional ethics which refer not only to professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.

2.8. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT14 - Applying ethical behaviour and values and caring about quality and rigour.

2.9. SPECIFIC SKILLS

There is no data

3. CONTENT

Concept, characteristics and types of Law. General legal concepts. Political forms of State. The structure and characteristics of the Spanish Constitution. Institutional and territorial organization of the State. Bodies. Rights and liberties. Guarantees. Legal norms. Civil Law. Obligations and contracts. Registry. Penal Law. Crime and misdemeanours. Penal types. Procedural Law.

COMMUNICATION TECHNOLOGY

2. SUBJECT DESCRIPTION

| | |
|-------------------|---------------------------------|
| Degree | Communication |
| Subject | Communication Technology |
| Module | Basic Social Sciences Module II |
| Department | Social and Health Science |

| | |
|------------------------------|-----------------|
| Semester | First Semester |
| Total Credits | 6 |
| Year | 1 st |
| Type | Basic Training |
| Language in classroom | Spanish |

2. SKILLS

2.10. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

CG18 - Having a knowledge of the professional ethics which refer not only to professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.

2.11. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

2.12. SPECIFIC SKILLS

There is no data

4. CONTENT

Elements, uses and characteristics. Office automation. Tools and processes in the communication field. Word processing. Making preparing of multimedia presentations. Image insertion. Tables and graphics. Electronic presentation. Design, edition and animation. The role of internet in communication. The principles of browsing the net. Information searching. The concept of social media and principles which regulate its use. Application in the communication field.

COMMUNICATION THEORY

3. SUBJECT DESCRIPTION

| | |
|------------------------------|---------------------------------|
| Degree | Communication |
| Subject | Communication Theory |
| Module | Basic Social Sciences Module II |
| Department | Social and Health Science |
| Semester | First Semester |
| Total Credits | 6 |
| Year | 1 st |
| Type | Basic Training |
| Language in classroom | Spanish |

2. SKILLS

2.13. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG4 - Having the necessary knowledge about communication theories and methods.

CG5 - Being able and having the necessary skill to use research throughout the communication process.

CG6 - Developing the skills which will enable students to think about communication, not only from the view point of professional practice but also for its own role, importance, projection and consequences in the individual, social, cultural and political aspects.

CG7 - Being able and having the necessary skill to interpret and analyse motivational and sociological situations applied to communication.

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

CG13 - Being able to understand text and image messages in the media.

CG18 - Having a knowledge of the professional ethics which refer not only to professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.

2.14. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

2.15. SPECIFIC SKILLS

There is no data

5. CONTENT

The scientific framework of communication. The concepts of communication and information. Elements of intervention. Communication systems. Acts of communication. Classic models of communication: mathematical, sociologic, other perspectives. Idioms. Semiotic models. Jakobson model. Verbal and non verbal languages. Para language. Kinesics. Cultural aspects of communication. Communication skills. Communication techniques. Formal and informal communications.

COMMUNICATION LAW

1. SUBJECT DESCRIPTION

| | |
|------------------------------|--------------------------------|
| Degree | Communication |
| Subject | Communication Law |
| Module | Basic Social Sciences Module I |
| Department | Social and Health Science |
| Semester | Second Semester |
| Total Credits | 6 |
| Year | 1 st |
| Type | Basic Training |
| Language in classroom | Spanish |

2. SKILLS

2.16. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of

its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG01 - Conocimiento del entorno económico, político, jurídico, social y cultural en el que se desenvuelve el ámbito de la comunicación

CG02 - Capacidad y habilidad para evaluar una situación y definir adecuadamente un problema o necesidad comunicativa desde la perspectiva de las ciencias sociales.

CG03 - Capacidad para utilizar los principios y valores constitucionales como herramienta de trabajo en el desempeño de actividades comunicativas, particularmente los derechos fundamentales y el principio de igualdad.

CG6 - Developing the skills which will enable students to think about communication, not only from the view point of professional practice but also for its own role, importance, projection and consequences in the individual, social, cultural and political aspects.

CG7 - Being able and having the necessary skill to interpret and analyse motivational and sociological situations applied to communication.

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

CG13 - Being able to understand text and image messages in the media.

CG18 - Having a knowledge of the professional ethics which refer not only to professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.

2.17. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT14 - Applying ethical behaviour and values and caring about quality and rigour.

2.18. SPECIFIC SKILLS

There is no data

3. CONTENT

Fundamental rights and public liberties. Freedom of expression and the right to information. Censorship. Protection. The right to defend one's honour, privacy and self image. Constitutional limits. Disclosure of secrecy in a summary proceeding. Official secrets. Civil protection. Crimes against honour, privacy and image. Protection procedures. Intellectual property. Professional secrecy. Consumer Law.

GRAPHIC DESIGN AND VISUAL CULTURE

1. SUBJECT DESCRIPTION

| | |
|------------------------------|---|
| Degree | Communication |
| Subject | Graphic Design and Visual Culture |
| Module | Module V. Technologies, Tools and New Trends in Communication |
| Department | Social and Health Science |
| Semester | Second Semester |
| Total Credits | 6 |
| Year | 1 st |
| Type | Basic Training |
| Language in classroom | Spanish |

2. SKILLS

a. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG13 - Being able to understand text and image messages in the media.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

b. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

c. SPECIFIC SKILLS

CE18 - Being able to apply image composition techniques and procedures to different audio visual formats based on the knowledge of classic laws and of aesthetic and cultural movements of image history with the help of the new information technologies.

CE19 - Having a knowledge of and being able to apply the technology and systems used for processing, making and transmitting information through graphic design and info graphs.

CE21 - Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields.

CE26 - Having the skill and ability to communicate in multimedia, interactive and animated environments.

3. CONTENT

Applications and aspects of graphic design. Visual communication culture, communication registers, levels of formality and image typology. Narrative tools and elements in visual language. Image analysis: pre- iconographic, iconographic and contextual. Text and typography. Graphic Design application software. Vector design. Representation techniques. Illustration. Visual trends and styles in graphic design. Visual communication and urban culture.

ECONOMICS

1. SUBJECT DESCRIPTION

| | |
|------------------------------|--------------------------------|
| Degree | Communication |
| Subject | Economics |
| Module | Basic Social Sciences Module I |
| Department | Social and Health Science |
| Semester | Second Semester |
| Total Credits | 6 |
| Year | 1 st |
| Type | Basic Training |
| Language in classroom | Spanish |

2. SKILLS

a. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG1 - Having a knowledge of the economic, political, legal, social and cultural environment in which communication takes place.

CG2 - Being able and having the necessary skill to assess a situation and define adequately a communication problem or need from the social sciences stance.

CG6 - Developing the skills which will enable students to think about communication, not only from the view point of professional practice but also for its own role, importance, projection and consequences in the individual, social, cultural and political aspects.

CG8 - Having the knowledge of the structure, workings and management of a Company, paying special attention to communication media, the advertising company and the Public Relations company.

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

b. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT14 - Applying ethical behaviour and values and caring about quality and rigour.

c. SPECIFIC SKILLS

There is no data

3. CONTENT

Economic problems and objectives. Economic systems. Market performance. Exchange and means of payment. Supply and demand curve. Market structure. Price setting. Competition. Means of payment. Basic economic macro magnitudes. Savings, purchase and investment. Economic indicators. The determining factors in the Spanish economy. The population's general characteristics. Production sectors in Spain. The business fabric. Unions and work disputes. Economic policy.

PERSUASIVE COMMUNICATION BASIS

1. SUBJECT DESCRIPTION

| | |
|-------------------|---------------------------------------|
| Degree | Communication |
| Subject | Persuasive Communication Basis |
| Module | Basic Social Sciences Module II |
| Department | Social and Health Science |

| | |
|------------------------------|-----------------|
| Semester | Second Semester |
| Total Credits | 6 |
| Year | 1 st |
| Type | Basic Training |
| Language in classroom | Spanish |

2. SKILLS

a. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG2 - Being able and having the necessary skill to assess a situation and define adequately a communication problem or need from the social sciences stance.

CG6 - Developing the skills which will enable students to think about communication, not only from the view point of professional practice but also for its own role, importance, projection and consequences in the individual, social, cultural and political aspects.

CG7 - Being able and having the necessary skill to interpret and analyse motivational and sociological situations applied to communication.

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

CG13 - Being able to understand text and image messages in the media.

CG15 - Having a knowledge of the basics for persuasive communication.

CG18 - Having a knowledge of the professional ethics which refer not only to professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.

b. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,
 CT02 - Using communication skills and constructive criticism in team work.
 CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
 CT07 - Acquiring skills for team leading.
 CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
 CT10 - Being able to locate and manage documentation and information.
 CT11 - Being able to adapt easily to new needs and changes.
 CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

c. SPECIFIC SKILLS

There is no data

3. CONTENT

Advertising communication. Systems. Dimensions in advertising: informative and persuasive. Advertising typology. The advertising agent. The advertiser. Departmental structure in advertising. Main advertisers. The advertising agency: structure, workings, remuneration, typology. Media centres. Media research sources. Advertising stages and processes. Briefing: editing, structure and functions. Production blueprint.

JOURNALISTIC INFORMATION THEORY

1. SUBJECT DESCRIPTION

| | |
|----------------------|--|
| Degree | Communication |
| Subject | Journalistic Information Theory |
| Module | Module III. Theory, Techniques and Research in Communication |
| Department | Social and Health Science |
| Semester | Second Semester |
| Total Credits | 6 |
| Year | 1 st |
| Type | Basic Training |

2. SKILLS

a. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

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CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG2 - Being able and having the necessary skill to assess a situation and define adequately a communication problem or need from the social sciences stance.

CG4 - Having the necessary knowledge about communication theories and methods.

CG5 - Being able and having the necessary skill to use research throughout the communication process.

CG6 - Developing the skills which will enable students to think about communication, not only from the view point of professional practice but also for its own role, importance, projection and consequences in the individual, social, cultural and political aspects.

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

CG12 - Having a good command of the Spanish language in order to be able to produce communication documents.

CG13 - Being able to understand text and image messages in the media.

CG18 - Having a knowledge of the professional ethics which refer not only to professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.

b. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes.
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies.

c. SPECIFIC SKILLS

- CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.
- CE06 - Analytical and instrumental skills in informative reality, information structure, processes, functions and techniques.
- CE09 - Being able to systematize, compare and relate current communication phenomena as well as having the ability to lay out in an adequate way the results from the research orally or by using audio visual or computer assisted means according to communication discipline standards.
- CE10 - Being able to design basic or applied research strategies. Being able to design strategies for knowledge problem formulation in communication and having a knowledge of the processes, methodology and phases of the research as well as the drafting presentation rules and the defense of the research work.
- CE12 - Being able to find, manage and store documentary, analysis and result interpretation sources and communication research sources.
- CE14 - Having the knowledge and being able to analyse journalistic information and speech in the different communication media.
- CE15 - Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture.
- CE16 - Having a knowledge of the main media debates and events.
- CE17 - Being aware of the role that the media and the communication professionals have had in defending freedom of speech throughout history.
- CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.

3. CONTENT

Theories, models and methodologies which several authors use to systemize the General Theory of Information. Approximation paradigms. Communication study levels: intrapersonal, interpersonal, group, organizational, political and cultural. The concept of information as a determining factor in all levels of communication. Historical styles in journalistic communication. Advertising information: characteristics and types. The evolution towards the information society. The information media and modern culture. Modern journalistic culture and organizational theories in political communication.