

**History of Communication**

Code: 103843  
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	FB	1	1

**Contact**

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**Use of Languages**

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: No  
Some groups entirely in Spanish: Yes

**Teachers**

Josep Maria Perceval Verde

**Prerequisites**

Specific knowledge different from those acquired after completing the Bachelor Degree is not required. It is assumed that students have adequate knowledge of Catalan and Spanish.

**Objectives and Contextualisation**

The subject is carried out in the first year during the first semester and belongs to the communication block "Communication".

From this subject students will achieve fundamental objectives of the Degree in Audiovisual Communication, which will help them:

- Demonstrate that you have a basic knowledge of the current dynamics of the world that allows you to frame current information in your context.
- Gather and relate data typical of everyday reality that includes reflection on relevant topics of all kinds to interpret and disseminate society.
- Reflect on the changes that have taken place in the communicative field over the centuries, and in what way this transforms the human, cultural, political, economic and social relations of humanity.

**Competences**

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.

- Differentiate the disciplines main theories, fields, conceptual developments, as well as their value for professional practice.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Rigorously apply scientific thinking.

## Learning Outcomes

1. Demonstrate a critical and self-critical capacity.
2. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
3. Develop autonomous learning strategies.
4. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
5. Identify the fundamentals of theories and the history of communication.
6. Manage time effectively.
7. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
8. Rigorously apply scientific thinking.

## Content

### Topic 1 Introduction to the History of Communication

Definition, methodology and objectives. Visibility and invisibility of the 'feminine' concept in the history of communication. Prioritization of the 'masculine' in the history of communication: explanation of the androcentric model of dominion and vision of the patriarchal world.

### Topic 2 Oral-gestural communication

Explanation of the communication in the illiterate societies. Grammatics of totem and taboo: organization of communication in animist societies and first iconic manifestations. The body as communication support (work on the body permanently - tattoo, incisions ... - and temporary - makeup, dresses, consensual gestures). Continuity of this oral-gestural communication to the present.

### Topic 3 Writing

Birth, development and debates around writing. Precedents and attempts to classify the different writing systems: from the pictogram to the phonetization.

Effects and impact of writing on social, economic and cultural organization: the importance of support and tools. The invention of the book. The credibility of what is written.

Writing as an art. Monasteries and copyists. Consequences of literacy. Writing and Aristotelian model of thought. Writing as an attribute of power. Women and writing: weaving and writing.

Societies without writing.

### Topic 4 Printing

The originality and differences of Gutenberg's invention and its mobile types. The expansion of the book from incunabula to the formation of large libraries. The periodization of the news: from the Notices to the Gazettes and the newspapers. The new individual sociability: the court, the lounge and the coffee; the printing of texts and their social influence; propaganda systems, monarchical publicity and origins of journalism. Academia-club-partido-periodical press: the Enlightenment and the conformation of the bourgeois public opinion space.

### Topic 5 Communication in the industrial revolution

Industrial revolution: conceptual and material bases. Industry, economy and energy revolution. The role of transport, communication channels. Technical progress in the world of communication. The abolition of distance: the telegraph, the telephone, the postal services. Development of the press: serious press and popular press. Creation of press agencies. Photography and precedents of the moving image.

#### Topic 6 Mass media

The emergence of cinema and radio. The mobilization of the press in the First World War. Public and private management systems for new mass media. The development of television and the new challenges facing the written press. The phenomenon of illustrated magazines. The two ages of cinema: silent movies and sound films. The movie news. Advertising and propaganda: uses and exploitation of the media in totalitarian states and in democracies. Mobilization of the media in World War II. Explosion of television. Radio and cinema in front of the television competition.

#### Topic 7 Digital revolution and knowledge society

The communication industry and the so-called technological companies as a factor of development and crisis of the system; audiovisual victory over print and book culture; omnipresence of communication and globalization of the information society; computerization and new technologies in leisure and work. Reflections on the new Universal neighborhood (reality and mythification of the metaphor): communicative immediacy (from Internet to reality shows), new technological illiteracy and digital divide: the explosion of access to information and production.

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

### **Methodology**

Learning will be based on several aspects:

- Reading basic texts about the history of communication. The book "World History of Communication" by José María Perceval (see bibliography) will be compulsory reading for the final exam.
- The case study of several topics where you will have to work individually or in groups.
- Oral presentations in the classroom about the topics studied. Collaborative work and the capacity for critical analysis and reflection will be encouraged.

#### Gender Perspective

The subject fosters sensitivity to the gender perspective in a transversal manner. It does so specifically in the following specific aspects:

- Knowledge about the inclusion of the gender perspective in all processes of the design and application of research, including methodologies and research techniques with a gender perspective or feminists.
- Reflection on the role of information and communication technologies in the transmission of gender stereotypes and in social transformation.
- Knowledge of the digital divide and the adequacy of ICTs to gender differences: barriers and opportunities.
- Recognition of the contributions of the scientists in the discipline.
- Knowledge of the role of gender inequalities in science, both in scientific production and in its professional-academic side.
- Knowledge of gender equity values in professional practice.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	37.5	1.5	2, 1, 4, 5
Seminars	15	0.6	3, 4
Type: Supervised			
Tutor sessions	7.5	0.3	8, 7, 2, 1, 6
Type: Autonomous			
Reading, analysing, assignments of works	82.5	3.3	7, 2, 3, 4, 6

## Assessment

The subject consists of the following evaluation activities:

- Activity A, Supervised and directed practical work done in the classroom and at home 50% on the final grade
- Activity B, Exam, 40% on the final grade
- Activity C, Participation in class and justified self-assessment: 10% on the final grade ...

To be able to pass the subject, it is necessary to obtain a minimum grade of 5 in activities A, B, and C.

To pass the subject, there will be an average mark between the 3 parts. It is necessary that they be approved with 5 points of the exam and that it is a minimum of 5 points the resultant note of doing the average of the practices, that must have been done all of them.

The course or exam papers that have more than 5 misspellings and / or grammatical structure will be suspended.

All the details of the evaluation system will be specified on the first day of class and will be made public in the Moodle classroom of the subject.

### REVALUATION

The last three weeks of the course will be devoted to reevaluation.

The students will have the right to reevaluate the subject if it has been evaluated of the set of activities whose weight equals to a minimum of 2/3 parts of the total grade of the subject.

In order to be able to submit to the reevaluation of the subject, the examination of the course in first call must have been done and having obtained a minimum score of 3 points.

The reevaluation will consist of the theoretical examination and the realization of a practice.

In both cases, the activities have been carried out at the first call.

### PLAGIARISM

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Classroom participation and justified evaluation	10%	1.5	0.06	1, 4, 5
Exam	40%	3	0.12	8, 1, 4, 6, 5
Supervised and directed practical work	50%	3	0.12	8, 7, 2, 3, 1, 4, 6, 5

## Bibliography

### BASIC BIBLIOGRAPHY

PERCEVAL, José María, *Historia mundial de la comunicación*, Cátedra, Madrid, 2015.

RUEDA LAFFOND, José Carlos, GALÁN FAJARDO, Elena, RUBIO MORAGA, Ángel L., *Historia de los Medios de Comunicación*, Alianza Universidad Manuales, 2014.

SAGI, Víctor. *Historia de la Publicidad*, Barcelona, Ediciones Invisibles, 2011.

WILLIAMS, Raymond (ed.), *Historia de la comunicación, Vol. I: Del lenguaje a la escritura. Vol. II: De la imprenta a nuestros días*, Bosch comunicación, Barcelona, 1992.

### FURTHER READING

BENÉVOLO, Leonardo, *La ciudad europea*, Crítica, barcelona, 1992.

BORDERIA ORTIZ, Enric et altri, *Historia de la comunicación social*, editorial Síntesis, Madrid, 1996.

CHALIAND, Gérard, RAGEAU, Jean-Pierre, *Atlas de los imperios (de Babilonia a la Rusia Soviética)*, Paidós, Barcelona, 2001.

CHARTIER, Roger, *Historia de la lectura*, Taurus, Madrid, 2001.

CHAVAILLON, Jean, *La edad de oro de la humanidad. Crónicas del paleolítico*, Península, Barclona, 1998.

CROWLEY, David; HEYER, Paul (ed.), *La comunicación en la historia (tecnología, cultura, sociedad)*, Bosch comunicación, Barcelona, 1997.

DAVIS, Flora, *La comunicación no verbal*, Alianza editorial, Madrid, 1997.

EGUIZABAL, Raúl (2011): *Historia de la Publicidad*, Madrid, Fragua.

FREUND, Gisèle, *La fotografía como documento social*, Gustavo Gili, barcelona, 1993.

GELLNER, Ernest, *El arado, la espada y el libro. La estructurade la historia humana*, Península, Barcelona, 1994.

HABERMAS, Jünger, *Más allá del estado nacional*, Trotta, Madrid, 1997.

MANGUEL, Alberto, *Una historia de la lectura*, Alianza Editorial, Madrid, 1998.

MONTERO, Mercedes; RODRÍGUEZ, Natalia y VERDERA, Francisco (2010): *Historia de la Publicidad y de las Relaciones Públicas en España (volumen 1)*, Sevilla-Zamora, Comunicación Social Ediciones y Publicaciones.

MONTERO, Mercedes; RODRÍGUEZ, Natalia; RODRÍGUEZ, Jordi y DEL RÍO, Jorge (2010): *Historia de la Publicidad y de las Relaciones Públicas en España (volumen 2)*, Sevilla-Zamora, Comunicación Social Ediciones y Publicaciones.

MORENO, Amparo, *La mirada informativa*, Bosch, Barcelona, 1998.