

DEGREE: **DEGREE IN JOURNALISM**

1. GENERAL DETAILS OF THE SUBJECT

Name: **SOCIAL PSYCHOLOGY OF COMMUNICATION**

Level: **FIRST YEAR**

Term: 2nd

Type: ☐ Basic

☒ Compulsory

☐ Elective subject

Credits (LRU / ECTS): **6**

Theoretical credits: **3**

Practical credits: **3**

Year: 2010

Lecturer: **LUCIA SELL TRUJILLO**

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2. DESCRIPTION

This subject examines the most relevant theoretical and practical contributions from social psychology to the study of communications. Among the topics to explore, we will learn about how communication in general is a psychosocial phenomenon by looking into the role of socialization, verbal and nonverbal communication, the use of rumours in the media, the creation of stereotypes and prejudices, how to achieve an effective communication, how to use humour and how to use persuasive strategies to fit an specific type of message.

During the course, the theoretical classes will be supported by practical sessions organized in the classroom. These sessions might relate to the analysis and evaluation of written press, group dynamics, evaluation of public campaigns, and guided research. This subject aims to provide students with the terms, tenants and methodological basis to explore the psychosocial dimensions of all communicative aspects.

3. SITUATION

PREVIOUS KNOWLEDGE AND SKILLS:

It is recommended to have some knowledge of basic Spanish to aid the interaction with other students in class.

RECOMMENDATIONS:

The subject requires high participation of the students inside and outside the classroom.

ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

If the student requires special help or has specific learning needs, the teacher should be informed on the first day of class.

4. SKILLS

SPECIFIC SKILLS

- To develop the ability to identify and appropriately use any type of sources that might be significant for the study of media and communication.

- To develop the ability to organize complex communicative knowledge in a coherent way, and raise awareness of its interrelation with other social, human and technological sciences.
- To develop the ability to reflect about media and communications, not only as a professional practice, but also as in relation to its role, relevance, projection and consequences in the individual, social, cultural and political sphere.
- To develop the ability to systematize, compare and relate contemporary phenomena in media and communications.
- To develop the ability to analyse and interpret research reports in media and communications.
- To develop the critical awareness in the analysis of the legal discourse and development of cohesive arguments in media and communication.
- To develop the ability to assess a situation and adequately define a problem or communicative need from the perspective of the social sciences.
- To develop the ability to design motivational and sociological research relevant and applied to media and communication.
- To develop the ability to work in society in general and in the market society in particular, based on a theoretical knowledge of both the historical perspective and the discursive and audio-visual texts.
- To develop the ability to interrelate historical, philosophical and media inputs, as well as their connections with other areas of knowledge.
- To develop the ability to read and analyse texts of any relevant subject and be able to summarize or adapt them to different audiences.
- To increase the understanding data and ability to know how to use and interpret statistics in a correct and understandable.
- To develop the ability to handle legal sources (legal, jurisprudential and theoretical) related to media and communication studies.
- To develop the ability to use constitutional principles and values as a tool to work with in communicative performances.

TRANSVERSAL GENERIC SKILLS

- To know how to apply the basic knowledge of each subject module to your work in a professional manner, as well as acquiring the skills that are usually useful in developing arguments and problem resolution of within the world of media and communication.
- To have the ability to gather and interpret relevant data to make relevant social, scientific or ethical judgments in a reflexive manner.
- To have developed the learning skills to undertake further education with a high degree of autonomy.
- To know how to engage in a bibliographical research as well as other secondary sources.
- To encourage an awareness of equality amongst people and cultures, to ensure respect for international human rights, as well as know about cultural current trends in relation to individual and collective social values.

5. OBJECTIVES

OBJECTIVES

The aim of this course is to provide students with sufficient conceptual and applied knowledge on social psychology and on issues related to cognitive processing, as a key component of any communication process.

SPECIFIC OBJECTIVES

- (1) To increase the awareness and knowledge on the interaction between the individual and society, and appreciate its relevance in the communication processes.
- (2) To provide a conceptual framework to understand the role of the subject, the group and social dynamics.
- (3) To provide theoretical and practical tools to question and reflect on the underlying psychosocial forces that play upon day to day situations.
- (4) To introduce the empirical methods used by social psychologists to extract the hidden meaning of social situations and media

6. METHODOLOGY AND TEACHING TECHNIQUES

METHODOLOGY

The subject is taught in a format of two weekly classes. The methodology follows the contents to be taught, and it is adapted by the students to whom it is addressed. Lecturing is understood as an interactive process, where the lecturer will initiate and guide the process of interaction. For this reason, the teaching-learning process is understood in an integrated (and not fragmented) way, where the techniques need to be linked to the objectives and purposes of the process.

The structure of this course is based on theoretical classes, practical classes and tutorials. The teaching practice will be preceded by tracing students' previous knowledge. The first days of class will be devoted to assessing the students' starting point, exploring their previous ideas about Social Psychology, the concepts they manage (content, vocabulary) and their expectations regarding Social Psychology of Communication.

The course will include lectures, practical work guided by the teacher, debates and group exercises, student presentations, the use of videos and short documentaries that are related to the subject and additional work outside the classroom (additional complementary reading, practices related to the subject and applied research). Occasionally, experts in the area might be invited to explore some applied aspect of the theory.

TEACHING TECHNIQUES

- | | | |
|-----------------------------------------------------------------|------------------------------------------------------|--------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Master class and discussion | <input checked="" type="checkbox"/> Tutorial session | <input checked="" type="checkbox"/> Practical lessons |
| <input type="checkbox"/> Visits and trips | <input checked="" type="checkbox"/> Reading test | <input checked="" type="checkbox"/> Others: _Audio-visual material |

7. LIST OF TOPICS

Theoretical Content

I. CONCEPTUAL BACKGROUND.

Topic 1. Communication as a social issue. Social Psychology of Communication.

- I.1. Communication as a social fact
- I.2. Communication from an interdisciplinary perspective
- I.3. To inform and to communicate
- I.4. Theoretical models to study communication
- I.5. Social Psychology of Communication

II. EFFICIENT COMMUNICATION

Topic 2. Analysis of verbal and nonverbal behaviour

- II.1. Verbal behaviour
- II.2. Non verbal behaviour
- II.3. Para-language
- II.4. Errors and distortions in communication

Topic 3. The efficient communication: To ask and to listen

- 3.1. To ask in an efficient manner
- 3.2. The dialogue
- 3.3. Active listening
- 3.4. The interview

Topic 4. Personal Presentation/Perception and Assertiveness

- 4.1. Individual presentation in everyday life
- 4.2. Styles of Communication
- 4.2. Interpersonal Communication
- 4.3. Training and rehearsals

Topic 5. Prejudice in the media

- 5.1. Social Identity
- 5.2. Categorization and socialisation
- 5.3. Stereotypes, prejudice and discrimination
- 5.4. Fighting prejudice: the role of the media

Topic 6. Rumours in the media

- 6.1. The rumour as a form of communication
- 6.2. Reasons and motives for rumours
- 6.3. Rumours in social media

III. COMUNICACIÓN AS SOCIAL INFLUENCE

Tema 7. Persuasion

- 7.1. Social influence processes
- 7.2. The power of persuasion
- 7.3. The psychology of persuasion: the new rhetoric
- 7.4. Language and persuasion
- 7.5. Propaganda and publicity

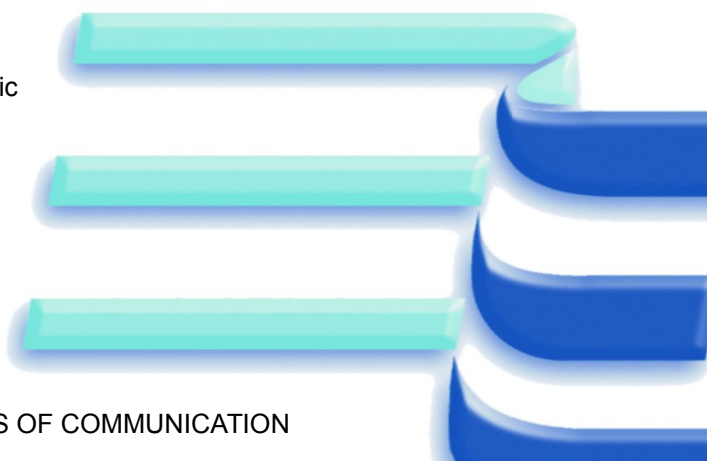
Topic 8. Sense of humor

- 8.1. Humor as interpersonal communication
- 8.2. Humor and leadership
- 8.3. Psychological theories on humor
- 8.4. Humor and the media

IV. PSICO(SOCIAL) LEVELS IN THE ANALYSIS OF COMMUNICATION

Topic 9. Mediated Communication: from the social mass to the audience

- 9.1. Mediated communication



9.2. From the mass to the audience

9.3. Media labelling

Topic 10. Objectives and outcomes of the media

10.1. Media objectives

10.2. Media outcomes

Applied content

Workshop 1. The improvement of communication through feedback.

Technique: Dictating squares.

Objetivo: To raise awareness on the role of feedback to increase the quality of communication

Workshop 2: Research tools and analysis in Social Psychology of Communication

Technique: Data gathering

Objetivo: To know about the research tools and analysis in social life

Workshop 3: Quantitative and Qualitative media analysis

Technique: Discourse analysis and semiotics

Objetivo: To learn about the basic techniques for analysing content and images in the press.

Workshop 4: Learning to listen

Technique: Do you hear me?

Objetivo: To raise awareness on active listening

Workshop 5: Dialogue and Rhetoric as a process of interaction

Technique: Hamlet's dialogue

Objetivo: To reflect about dialogues and relations

Workshop 6: Identifying Stereotypes

Technique: The nuclear shelter

Objetivo: To think about the use of stereotypes and prejudices in communication

Workshop 7: Rumours

Objetivo: Analyse the relevance of rumours in daily group life, and their relevance as a form of media communication.

Workshop 8: Viral processes

Objetivo: Analysis of elements and circumstances by which a social phenomena becomes viral in social media and networks.

Workshop 9: Persuasion as a communicative tool

Technique: Analysis of Marco Antonio's speech

Objetivo: To analyse the elements of communicative persuasion

Workshop 10: The use of humor in media

Technique: Graphic humor: communicative and socialising resource

Objetivo: To value humor as a way to analyse and critically intervene in contemporary issues

Workshop 11: The use of propaganda as a social tool

Technique: Top-down propaganda

Objetivo: To analyse the elements of propaganda as communication

Workshop 12: Comparative Analysis on adverts and media campaigns

Technique: Guided analysis on relevant and contemporary adds chosen by students

Objetivo: To enhance a critical assessment and applied tools to read images.

8. REFERENCES

SPECIFIC

- Nuñez, T. (2014) Competencias Psicosociales para los profesionales de los medios. Madrid: Pirámide
- Autoría múltiple (2003). Areste. *Arrinconando estereotipos en los medios de comunicación y en la publicidad*. Madrid: Consejería de Trabajo de la Comunidad de Madrid
- Núñez, T. y Troyano, Y. (2011): *La violencia machista en el cine. Materiales para la intervención psico-social*. Madrid: Delta
- Cyster, E. y Young, F. (2010): *Las buenas maneras*. Madrid: Pirámide
- González, R. y Núñez, T. (2000) *¿Cómo se ven las mujeres en TV?*. Sevilla: Padilla Editores
- Núñez, T. y Loscertales, F. (2010): *Las mujeres y los medios de comunicación. Una mirada de veinte años*. Sevilla: IAM
- Núñez, T. (2009): Internet y las personas. *Observatorio. Medios de Comunicación y Sociedad*, nº 9, pp. 11-16
- Pastor Ramos, G (2009): Psicología de la comunicación y difusión de valores. Salamanca: Publicaciones de la Universidad Pontificia

GENERAL

- Berjano, E. y Pinazo, S. (2001). *Interacción social y comunicación*. Valencia: Tirant lo Blanch
- Carrascosa, J.L. (2003) *Inform-acción. Comunic-acción*. Ediciones Arcadia
- Cuesta, U. (2000). *Psicología Social de la Comunicación*. Madrid: Cátedra.
- Hogg, M.A. y Vaughan, G. M. (2010). *Psicología Social*. Madrid: Panamericana
- Loscertales, F. y Núñez, T. (coord.) (2001). *Comunicación y Habilidades Sociales para la intervención en grupos*. Córdoba: Fonoruz
- Moral, F. e Igartua, J.J. (2005) *Psicología Social de la Comunicación. Aspectos teóricos y prácticos*. Málaga: Aljibe
- Morales, J.F. et al (2007) *Psicología Social*. Madrid.: McGraw Hill
- Pastor, Y. (2006) (coord.): *Psicología social de la comunicación*. Madrid: Pirámide

9. ASSESSMENT CRITERIA



Different forms of evaluation will be used to obtain a final grade on this subject. The specific content, criteria and requirements for each assessment category will be explained in more detail at the beginning of the course. All formal work to be evaluated must be presented in electronic format, in addition to the presentation of a printed copy.

Course Expectations: All students are expected to attend to the classes, and to be able to engage in two hours weekly of academic study outside the classroom.

The final assessment for the course will be made up of the following evaluations:

OPTION A

Attendance (> 75%)	
Outside learning activities (non-compulsory)	5%
Research Project	20%
Final workshop report	25%
Final exam	50%

Outside learning activities: Throughout the year the students will be informed of activities that might be related to the subject (talks, seminars, exhibitions, etc.) that will be happening outside the university center. Attendance to and reporting of these activities will be evaluated as part of the student's training. The teacher might also ask to explore media or news sources that might be relevant for the class. These examples will then be presented in class and evaluated by peers.

Research Project: The research project will be developed throughout the term and can be carried out in group. Its contents and methodology must be approved by the teacher before starting. The work will be evaluated according to the following criteria: formal aspects, bibliographic and documentary sources, methodological issues, content material and global assessment. It will also be possible to engage in analytical issues or further analysis of any of the theoretical topics developed in class.

Final Workshop Report: throughout the year the theoretical contents will be explored through applied cases. Each workshop done in the classroom (individually or in groups) will have a short assignment where the student will report on the issues explored. The report will be handed to the lecturer towards the end of the term for evaluation.

Final exam: The final exam will be designed to establish and communicate the progress that has been made towards the achievement of the learning objectives mentioned above. The exam will be made up of questions and short term essay questions that will test the student's abilities in three areas of competence: the amount of information they know, the accuracy of the information and the importance attached to the facts and ideas throughout the course.

It is compulsory to pass the final exam for the rest of the evaluation criteria to be applied. The grade of the exam will then be added to the rest of the evaluations.

In order to follow this evaluation system, option A, there has to be continued attendance to class. There has to be an attendance of 75% of the total course.

OPTION B

This option B will be applied to those students with an attendance rate of less than 75% of the total classes.

Attendance (< 75%)	
Research Project	30%
Final exam	70%

Research Project: The research project will be developed throughout the term and can be carried out in group. Its contents and methodology must be approved by the teacher before starting. The work will be evaluated according to the following criteria: formal aspects, bibliographic and documentary sources, methodological issues, content material and global assessment. It will also be possible to engage in analytical issues or further analysis of any of the theoretical topics developed in class.

Final exam: The final exam will be designed to establish and communicate the progress that has been made towards the achievement of the learning objectives mentioned above. The exam will be made up of questions and short term essay questions that will test the student's abilities in three areas of competence: the amount of information they know, the accuracy of the information and the importance attached to the facts and ideas throughout the course.

In order to pass the subject, the student will have to pass the final exam.

10. TEACHING ACTIVITIES

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		Activity			Exams		Units
	Lessons	Students' work	Lessons	Students' work	Nº	Length	Students' work	Exams	Students' work	
Week 1ª	2	2	2	2						
Week 2ª	2	2	2	2						
Week 3ª	0	0	4	4						
Week 4ª	2	5	2	2						
Week 5ª	2	4	2	3						
Week 6ª	2	5	5	3						
Week 7ª	2	5	2	3						
Week 8ª	2	4	0	0				2	4	
Week 9ª	2	4	2	2						
Week 10ª	2	4	2	1						
Week 11ª	2	0	2	0						
Week 12ª	2	3	2	2						
Week 13ª	2	4	2	3						
Week 14ª	2	4	2	2						
Week 15ª	2	6	2	6						
Week 16ª										
Week 17ª										
Week 18ª										
Week 19ª										
Week 20ª										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	TOTAL
Horas Totales		51	30	35		00,0	00,0	2	4	150

Activities	
Nº	Description
1	
2	
3	
4	
5	
6	
7	
8	

Organization	
Theoretical and practical lessons (A)+(C)	58
Activities developed in the class (E)	
Exams and test (G)	2
Attendance	60
Study (theory and practice) (B)+(D)	86
Preparation of the activities (F)	
Study for exams (H)	4
Students' work	90
TOTAL (STUDENTS' WORK)	150