



<b>SYLLABUS</b>
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**Asignatura:** INTERNATIONAL COMMUNICATIONS  
**Profesor:** Dr. Eduardo del Río  
**Curso:** 2009

**1.- DESCRIPTION, PURPOSE AND METHODOLOGY OF THE COURSE**

This course studies communication as it relates to culture, and as it occurs interculturally and internationally. In those contexts, questions and issues will be pursued which reveal processes, effects, methods, and critical norms for evaluating mass communication. Special attention will be paid to the impact of new technologies on the media and to the transition from old media to new media.

**2.- GRADING SYSTEM:**

**2.1. Regular Evaluation:**

**2.1.1. Oral Presentations :** 30%

**2.1.2. Directed Academic Activities:** 70%

International Communications intends to develop skills such as intellectual curiosity, speed of learning, selection of sources, comprehension of complex information, detection of bias and independent thinking. These skills ought to be useful not only in academic, but also in professional life. At the end of course, each student should present a research paper on a topic chosen by him and approved by the professor. Questions on bibliography style of writing, detection of bias, sources can be made by e-mail between sessions. The evaluation of the research paper will take into consideration the quality of the sources of the information, the way it is written and presented, the way it is communicated in the presentation, and the newness of the conclusions.

## **OUTLINE OF THE COURSE**

### **Sessions:**

1. **Introduction: The Revolution of Media.** Information and Knowledge. Communication and News. Media and Technology. Globalization and Technology. Differences with previous revolutions. (One Session).
2. **The Media in the XXI Century.** From Mass Media to Participatory Media. Blogging or conversations. News in the 20<sup>th</sup> century. The Mass media in the new Millennium. New Media and Old Media. The New Era. (One Session)
3. **Internet in Spain.** Personal Computers. Internet Access. Time and place. Impact on the use of time. Internet as an Information Space. Internet as a Communication Space. Internet as an Entertainment Space. Internet as a way to contact with the administration. . Security. Barriers to Diffusion. Internet Banking. E-Commerce. (One Session)
4. **The Media, Political Participation and Democracy.** Introduction. The citizen and the public sphere. The Media and the public sphere. Ways of participation. Feeling of political efficiency. Cooperation. (One Session)
5. **Communication, Social Capital and Trust.** Social Capital, Trust and Networks. Trust. Elements of Trust. Trust in Institutions. Trust in professional groups. (One Session)
6. **Social Capital and Networks.** Size of Personal Networks. Diversity of Networks. Intensity of Networks. The New Information and Communication Technologies and Networks. Participation in associations and other organizations. (One Session)
7. **The Traditional Media in Spain.** Leaders of Printed Media. Communication groups. Internet journalism. Spanish map of cybermedia. Trends. (One Session).
8. **Communication in organizations.** Technoglobalization and work. The New style of leadership. The New style of Communications. Non Verbal Communication. A Changing Environment. Transparency, Efficiency and Legitimacy in Organizations. (One Session)
9. **Presentation Techniques.** Definition of Objectives. Analysis of the audience. Content and time. Questions. Preparation. (One Session)

Group presentation and class discussion. (Six or seven sessions).

- **Basic Bibliography:**

- Dertouzos, Michael, Nozick, Robert, Smith, Anthony: *La Sociedad de la Información. Amenazas y Oportunidades*. Editorial Complutense. 1996.
- Del Río, Eduardo: *El Trabajo en el siglo XXI. ¿Cómo afecta la tecnología al empleo?*. Ediciones AENOR. 2003
- Del Río, Eduardo y otros: *Las Fundaciones. Aspectos jurídicos y fiscales. Planificación de actividades y comunicación*. Editorial COLEX. 2006
- Del Río Eduardo: *La importancia de la innovación organizativa para la obtención de beneficios derivados de la introducción de las tecnologías de la información*. Tesis Doctoral. Publicaciones U.C.M. 2000
- Castells, Manuel: *La Era de la Información. Economía, Sociedad y Cultural*. Alianza Editorial, 1996.
- Media Studies Journal: *The Race for Content*. Freedom Forum Media Studies Center. Columbia University. 1994.
- The Economist: Survey: *A Special Report on New Media*. April 22<sup>nd</sup>-28<sup>th</sup> 2006.
- Estudio de la Fundación BBVA sobre *Internet en España*. Fundación BBVA. Octubre 2005.
- Estudio Internacional sobre *Capital Social* de la Fundación BBVA. Fundación BBVA. Agosto 2006.
- Barrera, Carlos (coord): *Historia del Periodismo Universal*. Editorial Ariel. 2004
- Pérez, Agustín: *Si no comunicas, no existes*, Biblioteca básica de la Asociación Española de Fundaciones. Enero 2009.
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- **Complementary Bibliography:**

- Stewart Colin, Lavelle Marc, Kowaltzke Adam: *Media and Meaning, an Introduction*. British Film Institute publishing, 2001.
- Berger, Arthur Asa: *Media Analysis Techniques*. SAGE Publications 1998
- Lacey, Nick: *Image and Representation. Key Concepts in Media Studies*. Palgrave, 1998.
- Sarikakis, Katharine: *British Media in a Global Era*. Arnold 2004.