



Teaching Guide

Teaching Guide				
Identifying Data				2019/20
Subject (*)	Sociology in the Information Age		Code	710G04039
Study programme	Grao en Xestión Dixital de Información e Documentación			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	1st four-month period	First	Basic training	6
Language				
Teaching method	Face-to-face			
Prerequisites				
Department	Socioloxía e Ciencias da Comunicación			
Coordinador	Moré Corral, María Paloma	E-mail	paloma.more@udc.es	
Lecturers	Moré Corral, María Paloma	E-mail	paloma.more@udc.es	
Web				
General description	A materia "Socioloxía na Era da Información" permite un achegamento á disciplina da Socioloxía realizando unha énfase particular na información.			

Study programme competences

Code	Study programme competences
A1	CE1 - Know and understand the theoretical and methodological principles of information and documentation management to apply them in their professional activity
A3	CE3 - Knowing the reality and the social conditioning factors that influence the management of information
A5	CE5 - Master the relevant sources of information that allow you to effectively meet the demands of users for both research and business
A6	CE6 - Search and retrieve information in various media to respond to the demand of information users
A12	CE12 - Develop support services for scientific communication in all its stages from creation to dissemination of scientific results in both the public and private sectors
A17	CE17 - Adopt an orientation to the market and the users of information creating valuable services and products for organizations and entities
A20	CE20 - Master the bases to develop research activities using multidisciplinary methods and principles
B2	CB2 - Apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study
B3	CB3 - Be able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments
B4	CB4 - Know how to communicate their conclusions -and the knowledge and ultimate reasons that sustain them- to specialized and non-specialized audiences in a clear and unambiguous way
B5	CB5 - Possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous
B6	CG1 - Capacity for cooperation, teamwork and collaborative learning
B7	CG2 - Capacity for reflection and critical reasoning
B8	CG3 - Capacity for planning, organization and management of resources, information and operations
B9	CG4 - Capacity for analysis, diagnosis and decision making
B10	CG5 - Ability to work in an international and global context
C2	CT2 - Use the basic tools of information and communication technologies (ICT) necessary for the exercise of their profession and for learning throughout their lives
C3	CT3 - Develop oneself for the exercise of a citizenship that respects democratic culture, human rights and the gender perspective
C4	CT4 - Understand the importance of the entrepreneurial culture and know the means available to entrepreneurs
C6	CT6 - Develop the ability to work in interdisciplinary or transdisciplinary teams, to offer proposals that contribute to a sustainable environmental, economic, political and social development
C7	CT7 - Assess the importance of research, innovation and technological development in the socio-economic and cultural progress of society



C8	CT8 - Have the ability to manage time and resources: develop plans, prioritize activities, identify criticisms, establish deadlines and comply with them
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Learning outcomes			
Learning outcomes	Study programme competences		
Saber achegarse, desde a ciencia sociolóxica, á comprensión que supón o complexo entramado que se ofrece na información que proporcionan os diferentes medios nas súas diversas formas.	A1 A3	B2 B4 B5 B6 B9	C2
Cofecer a xénese dos procesos informativos actuais e saber discernir os apartados da presentación das mensaxes informativas.	A5 A6	B2 B3 B7	C3 C7
Adquirir e ser capaces de poñer en funcionamento as destrezas necesarias para distinguir os conceptos de verdade que aparecen continuamente disfrazados ou encubertos.	A1 A3 A20	B3 B5 B10	C2 C3 C7
Saber facer as observacións oportunas, cunha metodoloxía científica, que achegue os indicadores necesarios para amosar a importancia da información neste mundo globalizado e dixital.	A3 A12 A17	B2 B6 B8 B10	C2 C4 C6 C8
Saber construír os modelos de información eficaz que precisan as institucións públicas e privadas (administracións, empresas, fundacións, organizacións non-gubernamentais,...).	A1 A5 A17	B7	C2 C4 C8

Contents	
Topic	Sub-topic
Coñecemento da información e a súa relación coa estrutura social.	
Achegas da Socioloxía da Información e da Documentación na dinámica social, cultural e empresarial.	
Os elementos chave do proceso informativo: emisor, mensaxe, canle/medio e receptor. As súas condicionantes no mundo globalizado e dixitalizado.	
A elaboración do discurso social. A súa obxectividade, operatividade e utilización en entidades públicas e privadas: empresas, consultorías, niveis da administración, fundacións e novos nichos de emprego.	
Os distintos modelos de mensaxes adaptados aos diversos medios de comunicación e aos/ás diferentes usuarios/as.	
Medios e modelos da opinión pública. A súa utilización no mundo dixitalizado.	
A industria da información e o uso de indicadores de medición. A construción do relato informativo. O ruído informacional.	

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student's personal work hours	Total hours



Critical bibliographical	A1 A5 A20 B2 B3 B4 B5 B7 B10 C7 C3	4	36	40
ICT practicals	A1 A5 A6 A12 A17 B4 B6 B8 B9 C2 C4 C6 C8	6	39	45
Case study	A17 A12 B2 B3 B4 B5 B10 C2 C6 C7	8	16	24
Objective test	A1 A5 A20 B3 B5 B7 C8	3	15	18
Guest lecture / keynote speech	A1 A3 A6 B3 B7 B8 B9 C2 C3 C8	21	0	21
Personalized attention		2	0	2

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Critical bibliographical	Realización dun ensaio sobre un libro proposto polo/a profesor/a.
ICT practicals	Realización de prácticas na aula empregando as TIC.
Case study	Traballo por equipo con exemplos concretos de casos.
Objective test	Exame final dos contidos da materia.
Guest lecture / keynote speech	Presentación e exposición dos contidos da materia.

Personalized attention	
Methodologies	Description
Guest lecture / keynote speech Critical bibliographical ICT practicals Case study	A atención personalizada en horario de tutorías servirá para resolver dúbidas, tanto sobre os traballos a desenvolver na materia como en relación aos contidos teóricos da mesma.

Assessment			
Methodologies	Competencies	Description	Qualification
Critical bibliographical	A1 A5 A20 B2 B3 B4 B5 B7 B10 C7 C3		20
Case study	A17 A12 B2 B3 B4 B5 B10 C2 C6 C7		20
Objective test	A1 A5 A20 B3 B5 B7 C8		60

Assessment comments
A superación do exame (proba obxectiva) é imprescindible para aprobar a materia.

Sources of information



Basic	BERGANZA CONDE, María Rosa et al. (2005). Investigar en comunicación. Guía práctica de métodos y técnicas de investigación social en comunicación. Madrid: McGraw-Hill. CASTELLS, Manuel (2004). La era de la información: economía, sociedad y cultura. Madrid: Siglo XXI. CASTELLS, Manuel (2009). Comunicación y poder. Madrid: Alianza. CHICHARRO MERAYO, María del Mar (2005). Imágenes y palabras: medios de comunicación y públicos contemporáneos. Madrid: Centro de Investigaciones Sociológicas. LIPOVETSKY, Gilles (2009). La pantalla global: cultura mediática y cine en la era hipermoderna. Barcelona: Anagrama. LUCAS MARÍN, Antonio (1999). Sociología de la comunicación. Madrid: Trotta. SAMPEDRO, Víctor (2014). El cuarto poder en red: por un periodismo (dé código) libre. Madrid: Icaria. VIDALOT PRESAS, María Ángeles (2012). Comunicación y grupos sociales. Barcelona: UOC. WOLTON, Dominique (2010). Informar no es comunicar: contra la ideología tecnológica. Barcelona: Gedisa. WRIGHT, Charles R. (1993). Comunicación de masas: una perspectiva sociológica. México: Paidós.
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.