

ENGLISH FRIENDLY COURSES (EFC) 2024-2025 CAMPUS OF BIZKAIA





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In addition to the general offer of courses taught in English, some Centers offer for incoming students English Friendly Courses (EFC): subjects taught in Spanish or Basque, in which the syllabus summary; lecturer tutoring, examinations and/or papers are available in English.

English Friendly Courses taught in SPANISH:

FACULTY OF SOCIAL AND COMMUNICATION SCIENCES (323)

	COURSE	SEMESTER ¹	CREDITS	SCHEDULE ²	LINK TO SYLLABUS
Bachelor's Degree in Sociology					
25010	Sociología de la Vida Cotidiana	1st	6	M	
25016	Cultura, Ocio y Consumo	1st	6	A	
25034	Cambio e Innovación Social	1st	6	M	
25040	Economía política	1st	6	M	
25031	Ciencia, Tecnología y Gestión del Conocimiento	2nd	6	M	
Bachelor's Degree in Audiovisual Communication					
27138	Comunicación Interpersonal y en Grupo	1st	6	M	
Bachelor's Degree in Political Science & Public-Sector Management					
25040	Economía política	1st	6	M	
28327	Sistemas Políticos en el mundo	2nd	6	A	
Double Bachelor's degree in Political Science & Public-Sector Management and Sociology					
25040	Economía política	1st	6	M	
28327	Sistemas Políticos en el mundo	2nd	6	A	
Bachelor's Degree in Advertising & Public Relations					
27170	Comunicación, Género y Cultura de Masas en el Mundo Contemporáneo	2nd	6	A	

¹ SEMESTER: Annual: September 2024 to May 2025

1st: September 2024 to January 2025

2nd : January 2025 to May 2025

² SCHEDULE: Morning (M)/ Afternoon (A): begins at 13.30

English Friendly Courses taught in BASQUE:

FACULTY OF SOCIAL AND COMMUNICATION SCIENCES (323)					
	COURSE	SEMESTER ³	CREDITS	SCHEDULE ⁴	LINK TO SYLLABUS
Bachelor's Degree in Sociology					
25027	Herri parte hartzerako prozesuak eta metodoak	2nd	6	M	

³ SEMESTER: Annual: September 2024 to May 2025

1st: September 2024 to January 2025

2nd : January 2025 to May 2025

⁴ SCHEDULE: Morning (M)/ Afternoon (A): begins at 13.30

COURSE GUIDE

2024/25

Faculty323 - Faculty of Social and Communication Sciences

Cycle.

DegreeGSOCIO31 - Bachelor's Degree in Sociology

YearSecond year

COURSE

25010 - Sociology of Everyday Life

Credits, ECTS:6

COURSE DESCRIPTION

The subject course Sociology of Everyday Life is an obligatory part of the second year of the bachelor's degree programme in Sociology. It is related to the subject courses in the first year of the bachelor's degree programme in Sociology "Foundations of Sociological Analysis" and "Social Institutions and Processes" because they represent the foundations of sociological analysis which, in this specific case, are applied to the analysis of everyday life. It is also related to the obligatory subject courses on the bachelor's degree programme in Sociology "Sociological Theory II" and "Sociological Theory III" because these work on the macro and micro theoretical aspects that shape contemporary social realities.

To do this subject course students must first have studied identifying, defining and analysing the social factors that explain processes of continuity and change in social realities. The purpose of this subject course with a view to professional practice is to critically observe and analyse the impact on most immediate, local sphere of life of the social, economic, legal, cultural and political processes previously studied from a macrosocial perspective in other subject courses.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

BASIC AND GENERAL COMPETENCE

- G002 - Prepare and present a sociological research report.
- G003 - Identify and define the basic components of the most relevant social problems.
- G004 - Design, manage and evaluate public policy and social intervention projects, as well as their results.
- G005 - Identify and analyze the basic processes and needs that occur in public organizational structures and private.
- G006 - Prepare and develop management strategies in public and private organizations.
- G007 - Design and evaluate educational and training policies and programs in public and private institutions with a special interest in the promotion of a culture of peace and democratic values.
- G008 - Synthetically analyze the information regarding social problems and needs, with special attention to the gender, class and ethnic inequalities.
- G009 - Develop a critical attitude about data and social practices.
- G010 - Use intellectual and ethical rigor in sociological arguments and analyzes with a view to their professional future.

TRANSVERSAL COMPETENCES

- CT1 - Autonomy and self-regulation.
- CT7 - Critical thinking.

SPECIFIC COMPETENCES

- C2CC01 - Analyze the main schools of sociological theory and assess their explanatory power.
- C2CC04 - Analyze and interpret the structural processes that define contemporary society.
- C2CC06 - Sociologically analyze and interpret the experiential worlds that make up the daily experience of individuals and the meaning they attribute to them.

LEARNING OUTCOMES

- 1.Relate the structural social, political, economic and cultural changes with the phenomena of people's daily lives.
- 2.Describe, interpret and relate the fundamental elements and dimensions that make up people's daily lives.
- 3.Relate the structural and common sense of social reality.
- 4.Relate science, technology and people's daily experience.

Theoretical and Practical Contents

- . Knowledge of ordinary knowledge
- . How everyday life is structured in space and time
- . Interpersonal relations
- . Everyday life and technology
- . Everyday politics: the politicisation of everyday life

TEACHING METHODS

The subject course is fundamentally based on a practical piece of work about students' everyday life, from a double standpoint of analysis and intervention. The analytical dimension will be worked on through practical group and individual work and the writing of research reports. The intervention dimension will call for ethnographic techniques and interventions in students' everyday life with appropriate documentation and collection of information.

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	53		7						
Horas de Actividad No Presencial del Alumno/a	79,5		10,5						

Legend:

M: Lecture-based

S: Seminar

GA: Applied classroom-based groups

GL: Applied laboratory-based groups

GO: Applied computer-based groups

GCL: Applied clinical-based groups

TA: Workshop

TI: Industrial workshop

GCA: Applied fieldwork groups

Evaluation methods

- End-of-course evaluation

Evaluation tools and percentages of final mark

- Individual assignments 40%
- Teamwork assignments (problem solving, Project design) 40%
- Oral presentation of assigned tasks, Reading¿ 20%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

Systems of assessment

SYSTEM OF CONTINUOUS ASSESSMENT

SYSTEM OF FINAL ASSESSMENT

Marking tools and percentages:

INDIVIDUAL PAPERS 40%

GROUP WORK (PROBLEM-SOLVING, DESIGNING PROJECTS) 20%

PRESENTATION OF WORK, READINGS... 20%

Active, critical participation in class and doing the exercises set from time to time by the tutor 20%

Ordinary Session: Guidance and Withdrawal:

CONTINUOUS ASSESSMENT

- 40% of the final mark. Individual paper on the whole subject area. Each student will conduct a sociological analysis of his/her everyday life, using for this the analytical theories and categories worked on beforehand in class.

- 40% of the final mark. Group and individual work on different parts of the subject matter.

- 20% of the final mark. Active, critical participation in class and doing the exercises set from time to time by the tutor.

Students must obtain a mark better than 4 for the individual work in order to be assessed for the other exercises.

FINAL EXAMINATION: a final examination will be set for all students unable, for proven reasons, to attend classes regularly or who have not passed in the work set in the course of the classes. 100% of their mark will depend on the answers given in this examination. The said examination will take place in the location and at the time stipulated by the centre.In case of need, the exam will be replaced by an individual task, deliverable through e.gela. The task will consist of an essay of between 5,000 and 6,000 words in which some or several of the program topics will be developed. The work will have to be previously agreed with the professor.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

Extraordinary Session: Guidance and Withdrawal

Those who do not pass the course will be subject, depending on whether or not they have attended classes regularly, to the same system of assessment as the previous session. Students may also opt for assessment through a final examination.

In case of need, the exam will be replaced by an individual task, deliverable through e.gela. The task will consist of an essay of between 5,000 and 6,000 words in which some or several of the program topics will be developed. The work will have to be previously agreed with the professor.

MANDATORY MATERIALS

Material distributed in class or uploaded to the eGela platform by lecturing staff.

BIBLIOGRAPHY

Basic bibliography

AUGE, Marc (1993) Los no lugares. Espacios del anonimato. Barcelona: Gedisa.
DE CERTEAU, Michel (1999) La invención de lo cotidiano. México: Universidad Iberoamericana

Detailed bibliography

ADAM, Barbara (1999) Timewach. The social analysis of time. Cambridge. Polity Press.
ARPAL, Jesús (1997) "Regularidades temporales y vida cotidiana" in Dpto. de Justicia, Economía, Trabajo y Seguridad Social (ed.) Empleo y tiempo de trabajo: El reto de fin de siglo. Gasteiz: Eusko Jaurlaritza.
BECK, ULRICH; BECK—GERHEIM, ELISABET (2001) El normal caos del amor. Barcelona: Paidós.
DEBORD, Guy (2005) La sociedad del espectáculo , Valencia: Pre-Textos.
GOFFMAN, Erving. (1993) La presentación de la persona en la vida cotidiana. Buenos Aires: Amorrortu.
LEFEVBRE, Henri (2013) La producción del espacio. Madrid: Capitan Swing.
SCHUTZ, Alfred eta LUCKMANN, Thomas (1973) Las estructuras del mundo de la vida, Buenos Aires: Amorrortu.

Journals

Arbor. Ciencia, pensamiento y cultura. <http://arbor.revistas.csic.es/index.php/arbor>
Inguruak. Soziologia eta Zientzia Politikoaren Euskal Aldizkari. <http://dialnet.unirioja.es/servlet/revista?codigo=709>
Papeles del CEIC. <http://papeles.identidadcolectiva.es/index.php/CEIC>
Política y Sociedad. <http://revistas.ucm.es/index.php/POSO>
Revista Internacional de Sociología. <http://revintsociologia.revistas.csic.es/index.php/revintsociologia>
Revista Española de Investigaciones Sociológicas. <http://www.reis.cis.es/REIS/html/index.html>
Gender and Society. <http://gas.sagepub.com/>
Time and Society. <http://tas.sagepub.com/>

Web sites of interest

Sociologia Ordinaria. Aprendiendo de lo banal, lo frívolo y lo superficial: <http://sociologiaordinaria.com/>
"Links de sociología": <http://www.eweb.unex.es/eweb/sociolog/BAIGORRI/links/links.htm>

OBSERVATIONS

COURSE GUIDE

2024/25

Faculty323 - Faculty of Social and Communication Sciences

Cycle

DegreeGBPOS031 - Double Bachelor's degree in Political Science & Public-Sector M

Year

First year

COURSE

25040 - Political Economy

Credits, ECTS:6

COURSE DESCRIPTION

The course in Political Economy aims to provide students with the basic knowledge and skills to analyse and interpret the current economic reality. This subject aims to provide an overview of the economic problems that affect society, the conflicts that arise within the economic reality and the different economic approaches when analysing this reality.

This is an introductory course that is taught jointly to students of the Bachelor's Degree in Sociology, the Degree in Political Science and Public Management and the Double Degree in Political Science, Public Management and Sociology. Given its introductory nature, the subject matter is adapted so that it can be understood by students coming from different secondary school specialisations. The study of this subject within all three degrees is key to enabling students to understand social and economic problems in their future work practice.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

CORE COMPETENCES

CB1 - That students have demonstrated knowledge and understanding in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competencies usually demonstrated through the development and defence of arguments and problem-solving within their field of study.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to transmit information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

GENERAL COMPETENCES

G003 (Sociology) - Identify and define the basic components of the most relevant social problems.

G005 (Sociology) - Identify and analyse the basic processes and needs that occur in public and private organisational structures.

G007 (PC&AP) - Know the approaches to governance and the processes of adopting public objectives and political decisions, to plan, implement, evaluate and analyse public policies.

G008 (CPyAP) - Develop indicators using quantitative and qualitative data to identify, analyse and evaluate different dimensions of political phenomena and institutional and administrative functioning.

TRANSVERSAL COMPETENCES

TC2 - Social commitment

CT5 - Information management and digital citizenship

TC7 - Critical thinking

TC8 - Group work

SPECIFIC COMPETENCES

C1CC01 - Identify, define and analyse the social, political and economic factors that explain the processes of change and continuity of political and social reality.

C1CC04 - Recognise and describe the basic economic mechanisms of market functioning and the evolution of the economic environment.

C1CC06 - Consult secondary information from different sources (official institutions, libraries, Internet) and draw conclusions and reports from it.

LEARNING OUTCOMES

LO1 - Analyse and contrast, from a critical approach, the evolution of the main economic ideas, reflecting on the different theoretical perspectives that exist to analyse reality.

LO2 - Interpret the mechanisms that govern a free competitive market and reflect on the limits and failures that occur in the real market.

LO3 - Identify and interpret the main macroeconomic magnitudes that measure the economy of a country analysing the effects on economic agents.

LO4 - Delimit the role and functions of the state in economic matters as well as the analysis of its action through economic

policy.

LO5 - Reflect on the new challenges facing economies: globalisation, women and the economy, the green economy, and human and sustainable development.

LO6 - Appropriately use economic data and information from secondary sources to document descriptive reports and analyses of economic fields and/or applied economic research.

Theoretical and Practical Contents

COURSE OUTLINE

PART ONE

Lesson 1. Political economy as a social science. Different approaches to the concept and scientific methods.

Lesson 2. The main currents of economic thought. The main economic schools, their contributions and their most important representatives throughout history.

SECOND PART

Lesson 3. The functioning of markets. Analysis of the market from the model of perfect competition.

Lesson 4. Limits of the market in competition. Main criticisms of the model.

PART THREE

Lesson 5. Measurement of economic activity. The main macroeconomic indicators.

Lesson 6. The State and the Economy. The main objectives and instruments of economic policy.

PART FOUR

Lesson 7. New trends, problems and challenges of today's economy. Economic globalisation and its consequences. New conceptual and academic contributions to economics.

APPLIED LESSONS

1. Research and analysis of data and indicators to study areas of economic activity to establish and draw conclusions.
2. Reading and understanding scientific articles to carry out a critical analysis.
3. Written work analysing the main indicators of an economy. Oral presentation of the work.

TEACHING METHODS

The theoretical programme of the course is taught using a methodology that combines lectures given by the teaching staff with practical applications of the programme, such as the use of economic indicators, problem solving or commenting on current issues. For this purpose, the audiovisual media available in the classroom will be used (presentations, videos, audio, etc.). The course material for students will be available through the eGela platform (egela.ehu.eus).

The applied lessons will consist of a series of different activities such as research and analysis of economic indicators, case studies, problem solving, written assignments and oral presentations. For the applied lessons, the course will be divided into two groups and the use of computers will be required.

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	46		14						
Horas de Actividad No Presencial del Alumno/a	69		21						

Legend: M: Lecture-based S: Seminar GA: Applied classroom-based groups

GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups

TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Written test, open questions 65%
- Teamwork assignments (problem solving, Project design) 10%
- Oral presentation of assigned tasks, Reading 10%
- Individual assignments (exercises, case studies...) 15%



ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

1. CONTINUOUS EVALUATION SYSTEM

FINAL EXAM (65%):

The final exam represents 65% of the course grade, in which the theoretical skills will be evaluated.

APPLIED PROGRAMME (35%):

The applied programme represents 35% of the final grade and its evaluation includes:

- Individual research, processing and analysis of economic indicators: 15%.
- Group assignment on the economic situation: 10%.
- Group oral presentation of the group assignment: 10%.

Attendance to the applied lessons is compulsory.

The final grade for the course will be obtained from the sum of the percentages corresponding to each of the parts, provided that the minimum grade for the final exam is higher than 4/10 (four out of ten).

2. FINAL ASSESSMENT SYSTEM

In accordance with art. 8.3 of the Regulations on Student Assessment, students who wish to leave the continuous evaluation system and take the final exam must submit a written waiver to the lecturers within the first nine weeks of the term.

In this case, the final exam will represent 100% of the final grade and will be based on the basic bibliography and the materials used in class. This exam will be used to evaluate both the theoretical and applied lessons.

WAIVING THE ORDINARY EXAMINATION

The waiver of the ordinary examination will result in the qualification of ABSENT.

Under article 12.2 of the Regulations Governing Student Assessment, failure to appear for the test set on the official assessment test date will be sufficient for the final grade to be ABSENT.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

1. CONTINUOUS EVALUATION SYSTEM

Assessment of the lessons: the written exam represents 65% of the final grade and will assess the theoretical competencies of this course.

Assessment of the applied lessons:

- Individual research, processing and analysis of economic indicators: 15%.
- Group assignment on the economic situation: 10%.
- Group oral presentation of the group assignment: 10%.

In the extraordinary examination period, students who wish to do so will keep the applied work grade obtained in the ordinary call.

The final grade for the course will be obtained from the sum of the percentages corresponding to each of the parts, provided that the minimum grade for the exam is higher than 4/10 (four out of 10).

2. FINAL EVALUATION SYSTEM

In this case, the final exam will represent 100% of the final grade and will be based on the basic bibliography and the materials used in class. This exam will be used to evaluate both the theoretical and applied lessons.

OPTING OUT THE EXTRAORDINARY EXAMINATION

In accordance with article 12.2 of the Regulations Governing Student Assessment, failure to appear for the test set on the official assessment test date will be sufficient for the final grade to be ABSENT.

MANDATORY MATERIALS

To follow the course properly, it is essential to use the material provided through the eGela platform (egela.ehu.eus) for each of the lessons.

In addition, it will be necessary to use computers for processing economic data for certain topics of the applied lessons to be carried out in the classroom.

BIBLIOGRAPHY

Basic bibliography

Conde, Francisco J.; González, Sara (2001) Indicadores económicos. Ed. Pirámide, Madrid.

Krugman, P., Wells, R., Graddy, K. (2022). Essentials of Economics, 5th Ed. Worth Publishers, New York and Basingstoke.

Serrano, José (dir.); Durán, Gemma; Guimón, José (2009) Entorno económico. Instrumentos para su análisis. Ed. Pirámide.

The CORE Team. The Economy. Available at: www.core-econ.org/project/core-the-economy

Torres, J. (2022). Economía Política (6º Ed.). Colección Economía y Empresa. Editorial Pirámide. Madrid.

Torres, J. (2022). Introducción a la economía (3º ed.). Colección Economía y Empresa. Editorial Pirámide. Madrid.

Detailed bibliography

Corona, Juan; Puy, Pedro (eds) (2001) Economía en broma y en serio. Minerva.

Estefanía, Joaquín (2007) La mano invisible. El gobierno del mundo. Ed. Punto de encuentro.

Galbraith, John Kenneth (1994) Un viaje por la economía de nuestro tiempo. Editorial Ariel.

Galbraith, John Kenneth; Salinger, Nicole (2005) Introducción a la economía. Una guía para todos (o casi). Ed. Crítica, 2ª edición.

Gallego, Juan R.; Nácher, Jose (coord.) (2001) Elementos básicos de economía. Ed. Tirant Lo Blanch, Valencia.

Heilbroner, Robert; Milberg, William (1998) La crisis de visión en el pensamiento económico moderno. Editorial Paidós.

Jiménez Herrero, Luis M. (1996) Desarrollo sostenible y economía ecológica. Editorial Síntesis.

Krugman, Paul (1997) El internacionalismo moderno. La economía internacional y las mentiras de la competitividad. Ed. Crítica/Grijalbo-Mondadori.

Martínez, Mª Jose (2000) Ekonomia pentsamenduaren eskolak. Lur Entzilopedia Tematikoa, pp. 97-106.

Mochón, Francisco (2009) Economía. Teoría y política. Ed. McGraw-Hill, Madrid.

Riechman, Jorge (1998) Necesitar, desear, vivir. Sobre necesidades, desarrollo humano, crecimiento económico y sostenibilidad. Ed. Los Libros de la Catarata. Madrid.

Stiglitz, Joseph E. (2006) Cómo hacer que funcione la globalización. Ed. Taurus.

Sutcliffe, Bob (2005) 100 imágenes de un mundo desigual. ed. Icaria / Intermón Oxfam.

Vara, Mª Jesús (2006) Estudios sobre género y economía. Ed. Akal. Madrid.

Journals

Ekonomiaz

Información Comercial Española

Papeles de Economía

Economistas

Revista de Economía Mundial

Web sites of interest

Eurostat: ec.europa.eu/eurostat

International Labour Organisation: ilo.org

Our World in Data: ourworldindata.org

World Bank: worldbank.org/en/home

OBSERVATIONS

COURSE GUIDE

2024/25

Faculty323 - Faculty of Social and Communication Sciences

Cycle.

DegreeGBPOSO31 - Double Bachelor's degree in Political Science & Public-Sector MYearFourth year

COURSE

28327 - Sistemas Políticos en el Mundo

Credits, ECTS:6

COURSE DESCRIPTION

This subject aims to study, from a comparative perspective, the characteristics and functioning of the political systems of different countries in the world, specifically in the regions least studied in the degree in Political Science and Public Management: Latin America, Eurasia and Africa. The students will investigate the contents by considering the context of international politics, international relations, the geopolitical struggle for hegemony between states, and the struggle of the Global South to emerge from economic and political dependence.

In the presentation and analysis of countries, the students will study the essential elements of any political system: historical evolution, institutional structures, actors and dynamics between them. In addition, the comparative study of the different degrees of institutionalisation and sovereignty, the various types of democratic and authoritarian regimes, their degrees of fragility/strength and external interference in developing political systems will be particularly relevant.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

Objectives and competencies

1. General objectives

- Understand the complexity of political systems and the geopolitical constraints to which they are subject.
- Understand and identify the elements of political systems.
- Understand and identify external interference in political systems.

2. Specific objectives

- To understand the importance of exogenous factors in understanding and analysing the development and dynamics of the political system, especially in developing, peripheral and subaltern countries.
- To understand and analyse the development and dynamics of some political systems in Eastern Europe, Latin America, Asia and Africa.
- Understand and analyse the most significant characteristics of some political systems in Eastern Europe, Latin America, Asia and Africa.

Competences

- Develop the ability to characterise and classify current political systems according to their organisation and functioning.
- Identifying the degrees of institutionalisation and sovereignty of states.
- Knowing the main geopolitical theories and dynamics.
- Diagnose and evaluate the impact of external interference in political systems.
- Knowing the comparative method in political science.
- Develop critical reasoning and argumentative skills.
- Identify different comparative instruments and indicators.

Other transversal competences:

- Understanding the impact of ideologies, interest groups and social movements on the political process and internal and international conflicts.
- Develop the ability to work in a team.
- To know the bibliographic and internet resources on politics and develop the ability to search and manage them.
- Develop the ability to design and execute academic writing.
- Develop the ability to design and deliver oral presentations.

Theoretical and Practical Contents

1. The geopolitical limitations of the sovereignty of political systems: external interference and struggles for hegemony.
2. Defective democracies, hybrid regimes and authoritarian systems: internal and external factors.
3. Fragility and external interference in political systems: coups d'état, revolutions, regime change, wars and failed states.
4. Political systems in Latin America.
5. Political systems in Eurasia.

6. Political systems in Africa.

TEACHING METHODS

Lectures will be interspersed with some activities and practices to be developed and worked on in the classroom and at home: readings, videos, podcasts, debates or presentations. The subject is eminently lecture-based, with 4.6 credits and 1.4 practical credits.

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	46		14						
Horas de Actividad No Presencial del Alumno/a	69		21						

Legend:

M: Lecture-based

GL: Applied laboratory-based groups

TA: Workshop

S: Seminar

GO: Applied computer-based groups

TI: Industrial workshop

GA: Applied classroom-based groups

GCL: Applied clinical-based groups

GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Multiple choice test 50%
- Individual assignments 25%
- Teamwork assignments (problem solving, Project design) 25%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

The evaluation will be continuous:

The evaluation will be continuous for those who attend the teaching hours. The examination that will make up the continuous evaluation will be the following:

- 50% through five multiple-choice tests, each corresponding to 10% of the assessment.
- 25% group work/exercise.
- 25% group work/exercise.

As per article 8.3 of the Student Assessment Regulations, if a student wishes to renounce the continuous evaluation, they must submit a letter to the lecturer responsible for the subject. This letter should clearly state the student's decision and must be submitted within a period of nine weeks from the beginning of the course. In this case, the student will have a final exam which will include the following exercises:

1. - Written exam to develop (50%)
2. - Multiple-choice test (50%)

Students must understand that, as per Article 12.2 of the Student Assessment Regulations, if they wish to waive the continuous evaluation, they must apply one month before the end of the teaching period and submit this request in writing to the lecturer responsible for the subject.

In the case of the final evaluation, it's important to note that not taking the exam on the official assessment date will automatically result in the exam being waived.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

The extraordinary call will include the following exercises for assessment:

1. - Written exam to develop (50%)
2. - Multiple-choice test (50%)

MANDATORY MATERIALS

Brzezinski, Zibigniev (1998): El gran tablero mundial: la supremacia estadounidense y sus imperativos geoestratégicos. Barcelona: Paidós.

Carpizo, Jorge (2006): "Características esenciales del sistema presidencial e influencias para su instauración en América Latina", Boletín Mexicano de Derecho Comparado 115: 57-91.

Chávarri Sidera, Pilar eta Delgado Sotillos, Irene -koordinatzaileak- (2011): Sistemas políticos contemporáneos. Madril: UNED.

Blas Mendoza, Asier (2022): "Golpes de Estado en el siglo XXI y la revitalización del factor externo: el caso ucraniano", en Ezkurdia, G. y Kortazar-Billelabeitia (2022): Quiebras y pugnas del tablero político mundial,

Barcelona: El Viejo Topo, pp. 15-103.

Levitsky, Steven eta Way, Lucan A. (2004): "Elecciones sin democracia: El surgimiento del autoritarismo competitivo", Estudios Políticos 24: 159-176.

Linz, Juan José (2013): "Los peligros del presidencialismo", Revista Latinoamericana de Política Comparada 7: 11-31.

Nogueira Alcalá, Humberto (2017): "La tipología de gobiernos presidencialistas de América Latina y gobiernos semipresidenciales en Europa", Estudios Constitucionales 2: 15-82.

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Journals

Journal of Asian and African Studies

East European Politics and Societies

East European Politics

Revista latinoamericana de política comparada

Revista Latinoamericana de Ciencias Sociales

Revista de Ciencia Política

Revista Mexicana de Ciencias Políticas y Sociales

Asian Political Science Review

African Journal of Political Science

The African Journal of Political Science and International Relations

Geopolitics

Latin American Politics and Society

Contemporary Southeast Asia

Web sites of interest

<https://www.clacso.org/>

<https://africanstudies.org/>

OBSERVATIONS

COURSE GUIDE

2024/25

Faculty

323 - Faculty of Social and Communication Sciences

Cycle

.

Degree

GPUBLI31 - Bachelor's Degree in Advertising & Public Relations

Year

.

COURSE

27170 - Communication, Genre & Mass Culture in the Contemporary World

Credits, ECTS: 6

COURSE DESCRIPTION

The aim of the subject is to help the student to interpret the different manifestations of mass culture (literature, film, television, advertising and fashion...) from a point of view that integrates the gender dimension. Students will learn to interpret the cultural manifestations of the 19th and 20th centuries as expressions of a given State of relations between the genders.

The subject contributes to developing the degree's general competencies, mostly those that refer to the critical analysis of cultural projects, and, those more related to history, especially the management of information and its organization and transmission both orally and written, individually and collectively.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

Competencies

G001 - Acquire knowledge and understand the meaning and relevance of theories, concepts and methodologies in the context of the (inter)disciplinary field of communication and especially of advertising and public relations techniques.

G002 - Apply theories and methodological tools to practice in different communicative processes and contexts.

G004 - Analyze, interpret, explain and critically evaluate facts, social processes, texts and communicative projects.

G005 - Communicate and present projects, achievements and results of work and research in different genres, formats and media of advertising and public relations fluently, effectively and with arguments.

G007 - Apply skills and use techniques, technologies and resources to the development of contents and processes of advertising and public relations communication and information in general.

G008 - Plan and design strategies aimed at identifying objectives and planning actions in the context of the development of advertising and public relations projects.

G009 - Acquire knowledge and experience of professional environments and routines in order to approach the reality of the work of the different professional profiles in the field of advertising and public relations demanded by the market.

G010 - Search, select, prioritize and analyze information and documentation in different sources, adapting its content to different forms and narrative strategies.

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within their field of study.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.

CB4 - Students should be able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

TRANSVERSALS

CT2 - Social commitment.

CT4 - Ethics and professional responsibility.

CT7 - Critical thinking.

Theoretical and Practical Contents

1. THE FORMATION OF THE CONTEMPORARY WORLD AND ROUSSEAU'S WORK. The objective is to analyze Rousseau's novel The New Eloise.
2. "THE ANGEL OF THE HOUSE" AND THE PUBLIC SPHERE IN THE 19TH CENTURY. Patmore and Ruskin's literature and Hicks's paintings are the target of our enquiry.
3. THE "MODERN WOMAN" AND SOCIAL DISORDER. The understanding of women's fashion in the 1920s.
4. THE RETURN TO THE HOUSEHOLD AND THE UNHAPPINESS OF WOMEN. The so-called "good wife guides" are the point of departure of our analysis.
5. FEMINISM OF THE 1960S AND 1970S. The analysis of various advertising media of feminism.
6. POSTFEMINISM. The understanding of romantic comedies, "Bridget Jones" or "Legally Blonde".

TEACHING METHODS

- La metodología típica de cada tema es la siguiente:
1. Identificación de un objeto de cultura a analizar.
 2. Puesta en común del conocimiento previo sobre el objeto a analizar.
 3. Exposición por parte del profesor del contexto histórico en el cual se inserta el objeto de cultura y de los instrumentos conceptuales para su estudio.
 4. Trabajo individual del alumnado.
 5. Análisis del objeto principal de análisis y de otros relacionados histórica o temáticamente, toda la clase o en grupos reducidos.
 6. Conclusiones, recapitulación por parte del profesor y ampliación de los conocimientos adquiridos.

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	46		14						
Horas de Actividad No Presencial del Alumno/a	69		21						

Legend: M: Lecture-based S: Seminar GA: Applied classroom-based groups
GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups
TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Exercises, cases or problem sets 25%
- Individual assignments 50%
- Oral presentation of assigned tasks, Reading¿ 25%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

- June Sitting.
- June Exam (Four Questions): 6 points.
 - Assignments: 4 points.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

- July Sitting
- July Exam (Practical/Theoretical Questions): 10 points

MANDATORY MATERIALS

The materials can be found on eGela.

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Journals

- Gender and Society
- Feminist Media Studies
- History and Anthropology
- Cultural Studies
- Gender and History

Web sites of interest

See the links on eGela.

OBSERVATIONS

- C3CC01: Understand and critically evaluate the ideas, concepts, theories and strategies of advertising and public relations to the management of communication, in the context of the processes of economic and communicative globalization.
- C3CC03: Discriminate, value and apply principles, techniques and processes of graphic design and audiovisual narrative to the development of projects, identifying aesthetic trends and styles in advertising productions, integrating the gender issue.
- C3CC04: Apply techniques and strategies to the diagnosis and management of communication and public relations in different communication contexts, media and organizational environments.
- C4CC06: Develop critical ethical thinking applied to the processes of advertising communication and public relations, from the knowledge and respect for the fundamentals of law.