

DEGREE: DEGREE IN ADVERTISING AND PUBLIC RELATIONS

1. GENERAL DETAILS OF THE SUBJECT

Name: **SOCIOLOGY AND SOCIAL STRUCTURE**
Level: First Term: First

Type: Basic Compulsory Elective subject
Credits (LRU / ECTS): 6 Theoretical credits: 3 Practical credits: 3
Year: 2010

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2. DESCRIPTION

Sociology and social structure is an introductory subject of sociology field of knowledge, to be imparted in the first semester. Toward to complete the theoretical formation of business and financial professionals, sociology offers a whole vision of social reality process and can frame them into social, historical and political context.

The content of the subject is structured around the sociological vision of reality, the comprehension of social dynamics and statics, a brief history of social science, structure and social mobility, and communication theories and theorists.

3. SITUATION

PREVIOUS KNOWLEDGE AND SKILLS:

General knowledge about contemporary history and economics
English, oral comprehension, oral expression and writing
Teamworking skills

RECOMMENDATIONS:

Computer with acces to the internet (not necessary at the classroom)

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

No comments

4. SKILLS

SPECIFIC SKILLS

1. Instrumental.
 - a. Whole-world vision.
 - b. Knowledge of essential sociological and communication theories
 - c. Knowledge of fundamental elements of social stratification
 - d. Identification of social structures and power
2. Personal.
 - a. Skills of using and linking sociological concepts with other fields
 - b. Concepts and social problems transmission skills
 - c. Capability of searching scientific and relevant information in public databases
 - d. Capability of write papers in a scientific way

3. Systemic.
 - a. Critical spirit toward social problems
 - b. Involved attitude toward social and cultural reality and diversity

TRANSVERSAL GENERIC SKILLS

1. Instrumental.
 - a. Analysis and synthesis
 - b. Organisation and planification.
 - c. Research and management of documentation.
 - d. Oral expression and writing
2. Personal.
 - a. Teamworking.
 - b. Responsibility and self-organisation
3. Systemic
 - a. Self-learning
 - b. Cultural diversity

5. OBJECTIVES

OBJECTIVES

- Get a general vision of contemporary society, understood as the society emerged after the French Revolution towards a bigger comprehension of the participating actors in the contemporary world.
- Understand the essentials issues of social reality, and the essential process of its shifting.
- Understand the communicative process elements from a social perspective, analyzing communication channels, emitters and receivers, from a public opinion frame.

SPECIFIC OBJECTIVES

6. METHODOLOGY AND TEACHING TECHNIQUES

METHODOLOGY

Methodology of classes will consist in teacher explanations supported by graphical tools (digital displays, whiteboard, etc) and audiovisual (audiovisual pieces to get the comprehension better). During explanations participation will be promoted using interactive elements such as workshops or discussions, towards to help formation.

Seminars and practical sessions will consist in discussions and workshops. Phillips 66 method, imported from social science, will help to deep on working about specific topics in reduced groups to increase participation.

Tutorships will help to answer questions emerged during classes.

TEACHING TECHNIQUES

- Exposition and discussions
- Specialized tutorships
- Practical sessions
- Reading homeworks
- Others: use of media

TEACHING TECHNIQUES

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



7. LIST OF TOPICS

1. BASIC SOCIOLOGY CONCEPTS
 - a. Sociology purpose of study
 - b. Sociology as a science field
2. INDIVIDUAL, SOCIETY AND CULTURE
 - a. Cultural identity and socialization
 - b. Social interaction and daily life
 - c. Gender
 - d. Role and status
 - e. Social groups and deviation
 - f. Race and ethnicity
3. SOCIAL INSTITUTIONS AND STRATIFICATION
 - a. Social institutions
 - i. Concept and types
 - b. Stratification and social structure
 - i. Systems and theories on stratification
 - ii. Social structure and social mobility
4. SOCIOLOGY OF MEDIA
 - a. The mass media
 - b. Communication theories
 - c. Culture and mass media
 - d. Normative theory of mass communication
5. LABOUR, DEMOCRACY AND POLITICS
 - a. Labour theories
 - b. Democracy theories
 - c. Politics as a sociological field of study
6. SOCIAL RESEARCH. SOCIAL REALITY IN ANDALUSIA
 - a. Sociology as a social science
 - b. Research techniques and methods
 - c. Sociology in Andalusia

8. REFERENCES

SPECIFIC

- GIDDENS, A. SOCIOLOGY (2013). POLITY PRESS.
- BERGER, CHARLES R & CHAFEE, STEVEN H (1987). HANDBOOK OF COMMUNICATION SCIENCE. NEWBURY PARK, LONDON & NEW DELHI: SAGE PUBLICATIONS.
- THOMPSON, J. IDEOLOGY AND MODERN CULTURE (1991). STANFORD UNIVERSITY PRESS.

GENERAL

- BOURDIEU. CRAFT OF SOCIOLOGY (1999). DE GRUYTER INC.
- BOURDIEU. MASCULINE DOMINATION (1998). STANFORD UNIVERSITY PRESS.
- BERGER, P. & LUCKMANN, T. THE SOCIAL CONSTRUCTION OF REALITY. (2006) PENGUIN SOCIAL SCIENCES.
- WEBER M. PROTESTANT ETHIC AND THE SPIRIT OF CAPITALISM (2013). MERCHANT BOOKS.
- RITZER, G. CLASSICAL SOCIOLOGICAL THEORY (2017). SAGE PUBLICATIONS.

- RITZER,G. MODERN SOCIOLOGICAL THEORY (2004). MCGRAW HILL COMPANIES.
- RITZER, G. CONTEMPORARY SOCIOLOGICAL THEORY (2013). MCGRAW HILL COMPANIES.

9. ASSESSMENT CRITERIA



OPTION A

A method is a continuous evaluation system. The student should go necessarily to a 75% of classes to choose this evaluation system. Once got this done, punctuation, that goes over 20 points, goes like this:

Activities: 5 points (5 of 1 point each)

Tasks: 3 points (6 of 0,5 point each)

Partial tests: 12 points (6 of 2 points each)

The subject will pass from 10 points. If the student doesn't pass one or more partial tests, he/she could do the ones he/she failed at the final examination week. He/she could also present the tasks he didn't do. Activities could not be repeated.

Any student can shift to B-method, by a final exam.

OPTION B

It's the not-presential method. The student doesn't need to go to the class, and previous communication is not necessary. Any student can choose this method. If a student doesn't go to 75% of classes, should do B-METHOD

Final exam: The final exam is the same for all the B-method students, or those who shifted from A to B. It will consist in a 60 multiple-choice test.

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 1 ^a	2	2	2	2					2	1
Week 2 ^a	2	2	2	2		1			2	1
Week 3 ^a	2	2	2	2					2,5	2
Week 4 ^a	2	2	2	2		1	1		2,5	2
Week 5 ^a	2	2	2	2					2,5	2
Week 6 ^a	2	2	2	2		1	1		2,5	3
Week 7 ^a	2	2	2	2					2,5	3
Week 8 ^a	2	2	2	2		1	1		2,5	3
Week 9 ^a	2	2	2	2					2,5	4
Week 10 ^a	2	2	2	2		2	1		2,5	4
Week 11 ^a	2	2	2	2					2,5	4
Week 12 ^a	2	2	2	2					2,5	5
Week 13 ^a	2	2	2	1					2,5	5
Week 14 ^a								2	2	
Week 15 ^a										
Week 16 ^a										
Week 17 ^a										
Week 18 ^a										
Week 19 ^a										
Week 20 ^a										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	TOTAL
Horas Totales	26	26	26	26		6	4	2	34	150

Activities	
Nº	Description
1	
2	
3	
4	
5	
6	
7	

Organization	
Theoretical and practical lessons (A)+(C)	52
Activities developed in the class (E)	6
Exams and test (G)	2
Attendance	60
Study (theory and practice) (B)+(D)	52
Preparation of the activities (F)	4
Study for exams (H)	34
Students' work	90
TOTAL (STUDENTS' WORK)	150