



## CONTEMPORARY ECONOMIC, SOCIAL AND POLITICAL HISTORY

### 22503 - CONTEMPORARY ECONOMIC, SOCIAL AND POLITICAL HISTORY (2024-25)

#### General

**Code:** 22503

**Lecturer responsible:**

MIRANDA ENCARNACION, JOSE ANTONIO

Credits ECTS:	6,00
Theoretical credits:	1,50
Practical credits:	0,90
Distance-base hours:	3,60

#### Departments involved

- **Dept:** APPLIED ECONOMIC ANALYSIS  
**Area:** HISTORY AND ECONOMIC INSTITUTIONS  
**Theoretical credits:** 1,5  
**Practical credits:** 0,9  
 This Dept. is responsible for the course.  
 This Dept. is responsible for the final mark record.

#### Study programmes where this course is taught

- [DEGREE IN ADVERTISING AND PUBLIC RELATIONS](#)  
 Course type: CORE (Year: 1)

#### Competencies and objectives

##### Course context for academic year 2024-25

This course studies the behaviour of human societies in the late modern age in order to provide a global and dynamic vision of these societies and to develop in students the ability to analyse and interpret the complex interplay of economic, social and politic phenomena.

To achieve this goal, students must know the most important events that have happened during the contemporary age, particularly in the twentieth century, and its projection into the twenty-first century, that is, analyse the processes of change in the long term and in all its complexity to better understand the present.

The course is included in Module 2. Interaction of the socio-cultural environment and its development in communication and therefore is directly related to the following subjects from this module: Social Structure (FB), in second year; and the electives subjects, in fourth year, Sociology of Culture and Contemporary Art, Psychosocial Processes of Influence and Advertising, and Social and Economic History of Spain. In Module 3. Theory and History of Advertising and Public Relations, the subject is related to History of Advertising (optional in the fourth year). With regard to the Module 8. Economics and Business of Communication Advertising and Public Relations, the subject is related to Introduction to Economics (FB) in the first year. The course also facilitates the acquirement of resources and tools to use in Module 13. Degree Final Project (OB) in the fourth year.

**General Competences:>>Instrumental**

- **CG1** : Capacitat d'anàlisi i síntesi.
- **CG2** : Capacitat de posar en pràctica coneixements.
- **CG6** : Comunicació oral i escrita en la llengua nadiua.
- **CG7** : Destreses per a la investigació.
- **CG8** : Destreses informàtiques bàsiques.

**General Competences:>>Interpersonal**

- **CG10** : Habilitat per a treballar en un equip interdisciplinari.
- **CG11** : Destreses en relacions interpersonals.
- **CG12** : Reconeixement de la diversitat i la multiculturalitat.
- **CG13** : Compromís ètic.
- **CG14** : Habilitats crítiques i autocrítiques.

**General Competences:>>Systematic**

- **CG15** : Capacitat d'aprendre.
- **CG16** : Capacitat d'adaptar-se a noves situacions.

**Specific Competences:>>Knowledge  
(theoretical)**

- **CES31** : Coneixement de l'estat del món i de les seues manifestacions culturals, així com de la seua evolució, buscant el reflex dels seus paràmetres bàsics (polítics, econòmics i culturals) en la publicitat i les relacions públiques.
- **CES37** : Estudi dels fonaments de documentació per al professional de la comunicació publicitària i de les relacions públiques.

**Specific Competences:>>Professional  
(practical)**

- **CE1** : Capacitat per a comprendre els processos globals de la comunicació i de la informació.
- **CE27** : Habilitat per a gestionar el temps, amb capacitat per a l'organització i temporalització de les tasques.
- **CE29** : Capacitat per a l'anàlisi objectiva de la realitat i extracció de consideracions vàlides.
- **CE36** : Capacitat i habilitat per a la creació, disseny i desenvolupament d'elements gràfics, imatges, símbols o textos.
- **CE39** : Destresa en els recursos redaccionals, estilístics, narratius i retòrics: escrits, visuals i audiovisuals.
- **CE40** : Capacitat per a comunicar-se amb fluïdesa i riquesa en el context professional (oralment i per escrit).
- **CE41** : Capacitat per a exercir la pràctica professional respectant els drets humans fonamentals i dels valors, individuals i col·lectius, emmarcats en diferents corrents culturals i civilitzadores, que la comunicació persuasiva ha de respectar i potenciar.
- **CE45** : Capacitat per a entendre i interpretar l'entorn i adaptar-se al canvi.
- **CE46** : Capacitat per a interactuar amb els diferents públics i la societat aplicant el coneixement sincrònic i diacrònic de l'entorn econòmic, social, cultural i demogràfic.
- **CE59** : Destreses per a seleccionar i aplicar el model d'anàlisi més adequada per a cada objecte d'estudi i les necessitats de la investigació.
- **CE61** : Capacitat per a aplicar, de manera rigorosa, les tècniques de recerca, producció i anàlisi de dades.

## Exclusive skill taught in this course

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No data

## Learning outcomes (Training objectives)

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No data

## Specific objectives stated by the academic staff for academic year 2024-25

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### Cognitive Objectives:

Knowing the demographic, political, economic, social and cultural changes that occurred in Western economies throughout the 19th century.

Knowing the demographic, social, economic and political variables of pre-revolutionary Russia.

Understanding the causes and the context in which the Bolshevik revolutionary process took place.

Knowing the different stages that the history of Soviet socialism went through, its policies, expansion and their effects.

Understanding the reasons that led the Soviet model to its own extinction, in the context of the cold war and the tension with Western powers.

Know the effects of all kinds (economic, political, social, demographic, etc.) that the end of the First World War had, with special reference to the serious crisis suffered by Germany.

Identifying the causes that led to the Great Depression and the ways in which it spread to other world economies.

Understanding the different solutions adopted to combat the negative effects of the depression, such as a new instrument of economic policy, known as Keynesianism.

Knowing the new world order that emerged after the Second World War, especially the new economic and political framework.

Identifying the economic factors that allowed the intense post-war growth.

Knowing the causes that caused the economic crises of the 1970s.

Analyzing the policies followed by Western states to combat the effects of crises, with special reference to the Spanish case.

Knowing the problems of growth in Third World countries and the trajectory of the countries that have managed to come out of underdevelopment from the last decades of the 20th century.

### Instrumental Objectives:

Reading and analyzing texts and images of social, cultural, political and economic content, both by current authors and contemporary authors.

Analyze the evolution of the main economic macromagnitudes.

Understanding and making statistical tables and graphs that reflect the evolution of economic and social variables.

Using new information and communication technologies.

### Attitudinal Objectives:

Considering the profound change that the liberal state implies and its impulse to the new industrial economy, appreciating how this means a radical change in the history of humanity.

Considering the appearance of a new social organization, its representative movements and its cultural forms.

Considering values such as democracy, the equality of individuals before the law and the rights of the citizen from the comparison with totalitarian regimes such as fascism, Nazism and Stalinism.

Becoming aware of the deprivation and suffering that the Great Depression of the 1930s brought with it and compare it with other contemporary crises.

Assessing the substantial improvement in living conditions for the western population, which led to the consolidation of the welfare state. And the opposite case, its retreat or disappearance.

Reflecting on the profound changes in individual and collective life that have led to access to new technologies.

Understanding the great differences in the quality and conditions of life that are registered in the different regions of the world and their inevitable consequence: migratory flows.

## Content and bibliography

### Content for academic year 2024-25

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Block 1. The foundations of the contemporary world: The Industrial Revolution and the impact of the Second Technological Revolution. International economic relations during the first globalization. Political and social transformations of the nineteenth century

Block 2. The interwar period. The consequences of World War II. The Bolshevik revolution and the formation of the planned economy in the Soviet Union. The rise of Fascism and Nazism. The 1929 crisis, the Great Depression of the 30s and the policies to combat it.

Block 3. World War II and the golden age of economic growth (1939-1973). The origin and consequences of WWII. The basis of the rapid postwar economic reconstruction. The development of the welfare state. The spread of communism and the Cold War. Decolonization.

Block 4. The economic crisis of the seventies and the economic evolution in the 80s and 90s. Political changes in developed countries in the last quarter of the twentieth century.

Block 5. The second globalization. Economic expansion in Asia. Collapse of the communist bloc. The evolution of Latin America. The Great Recession.

### Related links

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No data

### Introducción a la historia económica mundial

**Author(s):** Feliu, Gaspar

**Issue:** València : Publicacions de la Universitat de València, 2013;

**ISBN:** 978-84-370-9166-2

**Category:** Básico

### Introducción a la historia económica mundial

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**ISBN:** 978-84-370-9166-2

**Category:** Básico

### Los tiempos cambian: Historia de la Economía

**Author(s):** Beltrán Pérez, Concepción

**Issue:** Valencia : Tirant Humanidades, 2014;

**ISBN:** 978-84-16062-18-8

**Category:** Básico

### Historia económica mundial : siglos X-XX

**Author(s):** Comi&#769;n, Francisco ; Herna&#769;ndez, Mauro ; Llopis, Enrique

**Issue:** Barcelona : Crítica, 2010;

**ISBN:** 978-84-9892-065-9

**Category:** Básico

### De Versalles a Wall Street : 1919-1929

**Author(s):** Aldcroft, Derek Howard

**Issue:** Barcelona : Crítica, 1985;

**ISBN:** 84-7423-274-0

**Category:** Complementario

### La economía europea (1914-2012)

**Author(s):** Aldcroft, Derek Howard

**Issue:** Barcelona : Crítica, 2013;

**ISBN:** 978-84-9892-586-9

**Category:** Básico

### La revolución industrial : una nueva era

**Author(s):** Escudero, Antonio

**Issue:** Madrid : Anaya, 2009;

**ISBN:** 978-84-667-8675-1

**Category:** Complementario

### El siglo XX : diez episodios decisivos

**Author(s):** Artola, Ricardo

**Issue:** Madrid : Alianza, 1999;

**ISBN:** 978-84-206-3542-2

**Category:** Básico

**Historia del desarrollo capitalista, sus fuerzas dinámicas: una  
visión comparada a largo plazo**

**Author(s):** Maddison, Angus

**Issue:** Barcelona : Ariel, 1991;

**ISBN:** 978-84-344-6567-1

**Category:** Complementario

**Historia económica de la Europa contemporánea  
: de la revolución industrial a la integración  
europea**

**Author(s):** Negri Zamagni, Vera ; traducción castellana  
de Jordi Pascual

**Issue:** Barcelona : Crítica, 2001;

**ISBN:** 978-84-8432-149-1

**Category:** Básico

**Historia universal contemporánea**

**Author(s):** Paredes Alonso, Francisco

**Issue:** Barcelona : Ariel, 2011;

**ISBN:** 978-84-344-6932-7

**Category:** Básico

**El malestar en la globalización**

**Author(s):** Stiglitz, Joseph E.

**Issue:** Madrid : Taurus, 2004;

**ISBN:** 84-306-0478-2

**Category:** Complementario

**La Unión Soviética : el espacio ruso-soviético en el siglo XX**

**Author(s):** Taibo, Carlos

**Issue:** Madrid : Síntesis, 1999;

**ISBN:** 84-7738-681-1

**Category:** Complementario

**Prosperidad y crisis : reconstrucción, crecimiento y cambio :  
1945-1980**

**Author(s):** Wee, Herman van der

**Issue:** Barcelona : Crítica, 1986;

**ISBN:** 84-7423-280-5

**Category:** Complementario

**Postguerra : una historia de Europa desde 1945**

**Author(s):** Judt, Tony

**Issue:** Madrid : Taurus, 2006;

**ISBN:** 978-84-306-0610-8

**Category:** Complementario

## Assessment

### Assessment procedures and criteria 2024-25

#### 1. Activities of continuous evaluation (50%)

**Attendance at practical classes and deliver of well-conducted practical exercises (30%).** Students will be required to attend at least 80% of the practical classes. If this requirement is not met or the practical exercises doesn't reach an average rating of 4, student will be examined of the practical part in the final exam of the subject. The grades obtained in the practical part will not be maintained for next year in the event that students don't pass the course.

**Making a group presentation on one of the practical exercises (20%).** Each student will be assigned a group of collaborative work, that will present its work during a practice session and must attend, prior to the presentation, a tutorial with the professor. The rating in this section will be the average of the marks obtained by each member of the group of collaborative work, according to a previously known scale of evaluation.

#### Block 2. Final test (50%)

**First partial exam (25%).** It will consist of two questions related to Blocks 1-3.

**Second partial exam (25%).** It will consist of two questions related to Blocks 4 and 5.

**Practice exam (30%).** Only for those students who had not passed the practical part through exercises in class. It will consist of a written test very similar to the practical exercises of the course.

#### Optional works (can provide up to 2 additional points):

At the beginning of the course, the teaching staff will expose the optional works that the students will be able to carry out if they wish. Students must previously agree with the teacher to carry out any of these tasks.



Description	Criteria	Type	Weighting system
<p>Continuous evaluation through the qualification of practical exercises and group presentations</p>	<p><b>Attendance at the practical classes, completion of the exercises and passing of the tests on these exercises (30% of the final grade):</b>  It will be compulsory to attend at least 80% of the practical classes. If this requirement is not met, the student must examine the practical part in the final exam of the subject. Students should also examine this practical part if they do not obtain at least an average score of 4 (out of 10) in the tests of the practical exercises.</p> <p>The grade obtained in the practical part will not be saved for subsequent courses in those students who do not pass the theory.</p> <p><b>Practice defense through group exposure (20% of the final grade):</b>  Each student must be assigned to any of the collaborative work groups. These groups will present the resolution of a practical exercise using multimedia presentations and must attend, prior to the presentation, a group tutoring with the teacher. The rating in this section will be the average of the grade obtained by each member of the collaborative work group, by previously known observation scale.</p>	<p>ACTIVITIES OF EVALUATION DURING THE SEMESTER</p>	<p>50</p>

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The final test consists of a written exam, which can be done as a single test in the ordinary call (C2) in January and in the extraordinary calls (C4 and, if they meet the registration requirements, C1) or that can be done through two partial tests, one in November and the other in January or in the extraordinary calls. It is necessary to achieve a minimum score of 2 out of 5 points in these tests (4 out of 10) to average with continuous assessment activities.

**Exam of the 1st partial (25% of the final grade):**

Objective written test that will be carried out in the month of November. It will consist of two questions, corresponding to Blocks 1 to 3 of the program of the subject. This exam can also be passed in the calls of January (C2) and June / July (C4), as well as in the call C1 of extraordinary exams of completion of studies. In this exam it will be necessary to reach a minimum score of 2 out of 5 points (4 out of 10) to average with the continuous assessment activities.

**Exam of the 2nd partial (25% of the final grade):**

Objective written test, which will be done in the month of January and June / July (C4), as well as in the call C1 of extraordinary exams of completion of studies. It will consist of two questions, corresponding to Blocks 4 and 5 of the program of the subject.

**Examination of practical part 1 (30% of the final grade):**

Only for those students who had not passed the practical part through the exercises done in class. It will consist of a written test with questions similar to those made in the practical exercises. This exam can be passed in the calls of January (C2) and June / July (C4), as well as in the call C1 of extraordinary exams of completion of studies.

**Examination of practical part 2 (20% of the final grade):**

Only for those students who have not passed the group presentation. It will consist of a written test of exposure of some of the issues analysed in the practical exercises. This exam can be passed in the calls of January (C2) and June / July (C4), as well as in the call C1 of extraordinary exams of completion of studies.

Optional works can contribute up to 2 additional points.

Those students who do not pass a partial exam will only have to examine in June / July the part of the subject they have not passed.

## Official exam dates for academic year 2024-25

Exam session	Date	Time	Group - Classroom(s) allocated	Comments
(C1) Pruebas extraordinarias de finalización de estudios	26/09/2024			
(C2) Periodo ordinario para asignaturas de primer semestre	09/01/2025			
(C4) Pruebas extraordinarias para asignaturas de grado y máster	01/07/2025			

## Academic staff



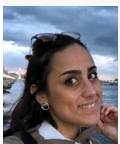
**MIRANDA ENCARNACION, JOSE ANTONIO**  
Lecturer responsible

THEORY CLASS: Groups: 1 , 3  
PROBLEM PRACTICALS / WORKSHOP: Groups: 1 , 3



**POZA MARTINEZ, IVAN**

THEORY CLASS: Groups: 2 , 4  
PROBLEM PRACTICALS / WORKSHOP: Groups: 2 , 4



**ROLDAN MARIN, ALBA**

THEORY CLASS: Groups: 77 , 88  
PROBLEM PRACTICALS / WORKSHOP: Groups: 77 , 88

## Groups

### THEORY CLASS













Group	Semester	Morning or afternoon session	Language	No. of enrolled students
Gr. 1 (THEORY CLASS) : 1	1S	Morning	Spanish	79
Gr. 2 (THEORY CLASS) : 2	1S	Afternoon	Spanish	79
Gr. 3 (THEORY CLASS) : 3	1S	Morning	Spanish	76
Gr. 4 (THEORY CLASS) : 4	1S	Afternoon	Spanish	73
Gr. 77 (THEORY CLASS) : 77 ENGLISH	1S	Morning	English	33
Gr. 88 (THEORY CLASS) : 88 VALENCIAN	1S	Morning	Valencian	13

### PROBLEM PRACTICALS / WORKSHOP






Group	Semester	Morning or afternoon session	Language	No. of enrolled students
Gr. 1 (PROBLEM PRACTICALS / WORKSHOP) : 1	1S	Morning	Spanish	79
Gr. 2 (PROBLEM PRACTICALS / WORKSHOP) : 2	1S	Afternoon	Spanish	79
Gr. 3 (PROBLEM PRACTICALS / WORKSHOP) : 3	1S	Morning	Spanish	76
Gr. 4 (PROBLEM PRACTICALS / WORKSHOP) : 4	1S	Afternoon	Spanish	73
Gr. 77 (PROBLEM PRACTICALS / WORKSHOP) : 77 ENGLISH	1S	Morning	English	33
Gr. 88 (PROBLEM PRACTICALS / WORKSHOP) : 88 VALENCIAN	1S	Morning	Valencian	13

## Timetables

### THEORY CLASS

Group	Start date	End date	Day	Start time	End time	Lecture room
1	09/09/2024	20/12/2024	LUN	09:30	11:30	<a href="#">A2/D02</a> 
1	09/09/2024	20/12/2024	MIE	11:30	12:00	<a href="#">A2/D02</a> 
2	09/09/2024	20/12/2024	LUN	15:30	17:30	<a href="#">A2/D11</a> 
2	09/09/2024	20/12/2024	MIE	15:30	16:00	<a href="#">A2/D11</a> 
3	09/09/2024	20/12/2024	LUN	11:30	13:30	<a href="#">A2/D01</a> 
3	09/09/2024	20/12/2024	MIE	09:30	10:00	<a href="#">A2/D01</a> 
4	09/09/2024	20/12/2024	LUN	17:30	19:30	<a href="#">A2/C22</a> 
4	09/09/2024	20/12/2024	MIE	17:30	18:00	<a href="#">A2/C22</a> 
77	09/09/2024	20/12/2024	LUN	11:30	13:30	<a href="#">A2/B11</a> 
77	09/09/2024	20/12/2024	MIE	09:30	10:00	<a href="#">A2/C01</a> 
88	09/09/2024	20/12/2024	LUN	09:30	11:30	<a href="#">A2/B11</a> 
88	09/09/2024	20/12/2024	MIE	11:30	12:00	<a href="#">A2/D21</a> 

### PROBLEM PRACTICALS / WORKSHOP

Group	Start date	End date	Day	Start time	End time	Lecture room
1	09/09/2024	20/12/2024	MIE	12:00	13:30	<a href="#">A2/D02</a> 
2	09/09/2024	20/12/2024	MIE	16:00	17:30	<a href="#">A2/D11</a> 
3	09/09/2024	20/12/2024	MIE	10:00	11:30	<a href="#">A2/D01</a> 
4	09/09/2024	20/12/2024	MIE	18:00	19:30	<a href="#">A2/C22</a> 
77	09/09/2024	20/12/2024	MIE	10:00	11:30	<a href="#">A2/C01</a> 
88	09/09/2024	20/12/2024	MIE	12:00	13:30	<a href="#">A2/D21</a> 