



Nebrija

Centro de Estudios Hispánicos

Course: International Communications

Course number:

ECTS credits: 6

Prerequisites: None

Instructor name: Eduardo del Río

Office hours:

Description

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.

Learning objectives

Students who successfully complete this course will be able to:

- ✓ Understand the impact of Information and Communications Technologies on communication and on society, paying special attention to the transition of old media to new media.
- ✓ Analyze globalization and innovation and how they impact in the way we communicate and work.
- ✓ Analyze the transition of mass media to participatory media, the relationship between the media and the public sphere and between the new ways of participation and the progress of modern democracies.
- ✓ Discuss opportunities and threats derived from these trends.
- ✓ Understand the importance of innovation, social capital, and networks for communication in a Knowledge Based Society.
- ✓ Write and do research on topic they will choose, (and that will be approved by the professor), synthesizing information from a number of sources, detecting bias, promoting their intellectual curiosity and their independent thinking.
- ✓ Present that topic to the rest of the class.
- ✓ Improve their Internal Communication Skills and their Leadership whenever they work in organizations that operate in a changing environment.

Educational activities will be developed by means of different didactic strategies:

- ✓ Theory and Practice
- ✓ Collective and individual tutoring
- ✓ In-class presentations
- ✓ Daily assignments
- ✓ Team work assignments
- ✓ Workshops and additional training
- ✓ Extra-curricular activities

Contact Hours: 45

Methodology

The course syllabus follows the Communicative Approach methods, based on the core principles of procedure conception and constructive acquisition of knowledge. The methodology is based on the teaching-learning procedures, focused on the learner, which encourages active participation and results in the development of general and specific competencies that provide knowledge, capacities and attitudes for their future professional careers.

Form of Assessment

The form of assessment is based on the core principles of the educational assessment, i.e., an active and participative teaching-learning process focused on the learner. The instructor uses numerous and differentiated forms of assessment to calculate the final grade received for this course. For the record, these are listed below. The content, criteria and specific requirements for each assessment category will be explained in greater detail in class.

The final grade consists of three parts: class participation, oral presentations and directed academic activities

- **33% Active in-class participation**
- **33% oral presentations**
- **34% directed academic activities**

Grading Scale goes from 0 to 10.

Numerical Grade Range	Letter grade	Percentage Range
10	A+	100%
9.5 – 9.9	A	95 -99%
9 – 9.4	A-	90-94%
8.5 – 8.9	B+	85-89%
7.5- 8.4	B	75-84%
7 – 7.4	B-	70-74%

6.5 – 6.9	C+	65-69%
6 – 6.4	C	60-64%
5 – 5.9	C-	5-59%
0-4.9	F	0-49%

The final grade will be the average of active in-class participation, oral presentations and directed academic activities.

Attendance Policy

Attendance is compulsory. In order to excuse any absence, students have to deliver a doctor's note or other valid justification. An absence is equivalent to a session. Two late arrivals of more than 15 minutes will be considered an absence.

Any unjustified absence will negatively affect the students' final grade by lowering his/her participation grade. The participation grade will be lowered as follows:

NÚMERO OF ABSENCES	PARTICIPATION
3 unjustified absences	- 30%
4 unjustified absences	- 40%
5 unjustified absences	- 50%

If a student has more than 5 unjustified absences, the PARTICIPATION GRADE will be zero (0). Any student with 7 or more absences will NOT pass the course. Those students whose absences have been properly justified will get *No presentado* (N.P). Absences do NOT excuse the fulfillment of tasks, papers or essays.

Active Participation

The methodology used in class demands from the student a daily participation regarding the following:

- ✓ Debates about different topics;
- ✓ Questions posed in class;
- ✓ Opinions and comments;
- ✓ Documents and texts.

Criteria to evaluate participation	Grade
The student very often contributes with important and original comments that encourage debate, using critical and analytical arguments clearly based on reading, investigation, daily work, and class work.	8.5 -10
The student frequently participates voluntarily and makes valuable contributions that are generally based on reflection and daily work.	7- 8.4
The student makes eventual comments, practically only when asked, and shows no clear interest in the course. The student does not start a debate nor shows a clear understanding of the importance of class/homework and readings.	5- 6.9
The student makes no comments at all, or makes irrelevant or distracting ones during class. This is usually a result from frequent absences or lack of preparation for the class.	0- 4.9

Readings:

Basic Bibliography:

- Brainard Lael and Derek Chollet: *Global Development 2.0. Can Philanthropist, the Public and the Poor Make Poverty History?*. Brookings Institution Press. 2009.
- Del Río, Eduardo: *El Trabajo en el siglo XXI. ¿Cómo afecta la tecnología al empleo?*. Ediciones AENOR. 2003
- Del Río, Eduardo y otros: *Gestión y administración de Fundaciones*. Editorial COLEX. 1ª Edición. 2012
- 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
- Del Río Eduardo y otros: *Economía y gestión de entidades no lucrativas*. Editorial universitaria Ramón Areces, 2009.
- Del Río Eduardo y otros: *Estrategia, innovación y colaboración intersectorial*, dentro de *Gestión de personas en la empresa social*, Editorial Grupo 5, Madrid, 2011.
- Hammack, David and Steven Heydemann: *Globalization, Philanthropy, and Civil Society. Projecting Institutional Logics Abroad*. Indiana University Press. 2009.
- Kanter, Beth and Allison H. Fine: *The Networked Nonprofit*. Jossey-Bass. 2010.
- The Economist: Survey: *Social Networking*. January 30th 2010.
- Reichheld, Fred: *The Ultimate Question 2.0. How Net Promoter Companies Thrive in a Customer-Driven World*. Harvard Business Review Press 2011.
- Sievers, Bruce: *Civil Society, Philanthropy and the Fate of the Commons*. Tufts University Press, 2010.

• **Complementary Bibliography:**

- The Economist: Articles on communication, internet, and information society from the last number of The Economist are distributed every week in class.
- @lliance for philanthropy and social investment worldwide Articles on communication, Web 2.0 and social impact are distributed in class from @lliance for philanthropy and social investment worldwide.
- EFFECT. Foundations in Europe together. Articles on communication, Web 2.0 and social impact are distributed in class from EFFECT. Foundations in Europe together.
- Cuadernos de la Asociación Española de Fundaciones. I am Co-Editor of Cuadernos de la Asociación Española de Fundaciones, a magazine that analyses, reflects and communicates news from the foundation world. Three issues are published every year with a circulation of 3.000 copies that are sent to members, public authorities and the media of Spain. With 1059 foundations-members, Asociación Española de Fundaciones is the second most important in Europe. The September 2012 has been distributed among the students o International Communications at Nebrija University.

Virtual Campus

<https://campusvirtual.nebrija.es>

The university offers a virtual platform (Blackboard) where students can revise contents, do their tasks and interact with the other members of the group.

Blackboard is an e-learning environment and also a collaboration tool. The main goals of Blackboard are to be a user-friendly and flexible system. It is a tool for good learning, requiring minimal attention to the tools and allowing maximum attention to the content.

SESSIONS	TOPIC	READINGS
Introduction The Revolution of Media	<ul style="list-style-type: none"> ▪ Information and Knowledge ▪ Communication and News ▪ Media and Technology ▪ Relevance of a General Education 	
Week 1 Globalization and technology	<ul style="list-style-type: none"> ▪ Different meanings of Globalization ▪ In Communication (Global Village) ▪ In Economics. International Economic Integration. Free trade and foreign direct investment. Liberalization of financial flows. ▪ Relationship between the progress of technology and Globalization. 	<p><i>Articles from The Economist</i></p> <p>-Hammack, David and Steven Heydemann: Globalization, Philanthropy, and Civil Society. Projecting Institutional Logics Abroad. Indiana University Press. 2009.</p>
Week 2 From Mass Media to Participatory Media.	<ul style="list-style-type: none"> ▪ New Media and Old Media ▪ Bloggin or Conversations ▪ User is at the center and content is King? ▪ The Conversation. The Art of Listening, Learning and Sharing 	<p><i>Articles from The Economist, @lliance, EFFECT, Cuadernos de la Asociación Española de Fundaciones</i></p>
Week 3 The Media Political Participation Democracy	<ul style="list-style-type: none"> ▪ The citizen and public sphere ▪ The Media and the public sphere. Ways of participation. ▪ Feeling of political efficiency. ▪ Cooperation 	<p><i>Research from BBVA Foundation, from Asociación Española de Fundaciones and Articles from The Economist, @lliance, EFFECT, Cuadernos de la Asociación Española de Fundaciones</i></p>

<p>Week 4 Communication, Social Capital and Trust</p>	<ul style="list-style-type: none"> ▪ Social Capital ▪ Trusts and Networks ▪ Elements of Trust ▪ Trust in Institutions ▪ Communication and Trust in professional groups 	<p><i>Research from BBVA Foundation, from Asociación Española de Fundaciones and Articles from The Economist, @lliance, EFFECT, Cuadernos de la Asociación Española de Fundaciones</i></p>
<p>Week 5 Social Capital and Networks</p>	<ul style="list-style-type: none"> ▪ Diversity of Networks ▪ Technology and Networks. ▪ Social Networks 2.0 	<ul style="list-style-type: none"> - Kanter, Beth and Allison H. Fine: <i>The Networked Nonprofit</i>. Jossey-Bass. 2010. - <i>Articles from The Economist, @lliance, EFFECT, Cuadernos de la Asociación Española de Fundaciones</i>
<p>Week 6 The Media in Spain</p>	<ul style="list-style-type: none"> ▪ Leaders of Printed Media ▪ Communication groups ▪ Trends 	<p>Articles from Spanish Media</p>
<p>Week 7 Communication in organizations</p>	<ul style="list-style-type: none"> ▪ Technoglobalization and work ▪ New style of leadership ▪ New style of communication 	<p><i>-Del Río, Eduardo: El Trabajo en el siglo XXI. ¿Cómo afecta la tecnología al empleo?. Ediciones AENOR. 2003</i> <i>-Del Río, Eduardo y otros: Gestión y administración de Fundaciones. Editorial COLEX. 1ª Edición. 2012. Research from Asociación Española de Fundaciones and Articles from The Economist, @lliance, EFFECT, Cuadernos de la Asociación Española de Fundaciones</i></p>

<p>Week 8 Transparency, Efficiency and Legitimacy in Organizations</p>	<ul style="list-style-type: none"> ■ Transparency ■ Efficiency ■ Legitimacy 	<p><i>Del Río, Eduardo y otros: Gestión y administración de Fundaciones. Editorial COLEX. 1ª Edición. 2012. Research from Asociación Española de Fundaciones and Articles from The Economist, @lliance, EFFECT, Cuadernos de la Asociación Española de Fundaciones.</i></p>
<p>Week 9 Web 2.0 as a Communication Tool</p>	<ul style="list-style-type: none"> ■ Introduction ■ Network Effects ■ Tools ■ Opportunities and Risks 	<p><i>-Reichheld, Fred: The Ultimate Question 2.0. How Net Promoter Companies Thrive in a Customer-Driven World. Harvard Business Review Press 2011. Research from Asociación Española de Fundaciones and Articles from The Economist, @lliance, EFFECT, Cuadernos de la Asociación Española de Fundaciones</i></p>
<p>Week 10 Presentation Techniques</p>	<ul style="list-style-type: none"> ■ Definition of Objectives ■ Analysis of the audience ■ Content and time ■ Preparation 	<p><i>Research from Asociación Española de Fundaciones</i></p>
<p>Week 11 Group presentation and class discussion</p>	<p>Each student will do a fifteen minute presentation on a topic on which he has already written a paper and has done research, supervised by the professor, for the previous three months.</p> <p>The presentation will be followed by a ten minute class discussion.</p>	

<p>Week 12 Group presentation and class discussion</p>	<p>Each student will do a fifteen minute presentation on a topic on which he has already written a paper and has done research, supervised by the professor, for the previous three months.</p> <p>The presentation will be followed by a ten minute class discussion.</p>	
<p>Week 13 Group presentation and class discussion</p>	<p>Each student will do a fifteen minute presentation on a topic on which he has already written a paper and has done research, supervised by the professor, for the previous three months.</p> <p>The presentation will be followed by a ten minute class discussion.</p>	