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| **USIL INTERNATIONAL CENTER FOR STUDY AND RESEARCH** | | |
| **Course:** Introduction to Communication | | |
| **Professor:** Mario Osorio | | |
| **Number of contact hours:** 48 | | |
| **Credits:** 3 | | |
| **Recommended level:** junior and senior | | |
| **COURSE SUMMARY** | | |
| We believe in the power of communication and media as vehicles for transformation. In this theoretical and practical course students will learn how to use and interpret communication in the context of a globalized world. They will also gain an overview of the range of current communication resources, from mass media and advertising to social networks, all within the context of contemporary Peruvian society. | | |
|  | **TOPIC / LEARNING ACTIVITY / ASSESSMENT ACTIVITY** | **HOURS** |
|  | Introduction to the course. | 1 |
|  | What is communication? The communication process. Communication elements: sender, message, receiver. | 1 |
|  | What is the difference between communicating and informing? Saussure and the analysis of language. | 2 |
|  | Significance levels. Communicative intention. Verbal and non-verbal communication. | 2 |
|  | Current communication panorama; mass media and its influence on society. | 1 |
|  | Roles of the communicator in mass media. What is a good communicator like? Requisites for being a communicator. | 1 |
|  | Mass media language, communication in digital media. | 1 |
|  | Current information and communication technology development, its relationship with society; new challenges and conditions in communications. | 1 |
|  | Communication ethics. How much responsibility does a message imply? | 1 |
|  | Communication tools: The importance of good writing. | 2 |
|  | The power of words and images in the new society. | 1 |
|  | Assertive communication and text production criteria. | 1 |
|  | **MID-TERM EXAM** | 2 |
|  | Photography, basics of light and the represented object. Aperture, speed, ISO. | 2 |
|  | Image and audio recording; audiovisual elements and representation forms. | 2 |
|  | Elements and characteristics of the audiovisual image. Construction of visual discourse and the language of the moving image. | 1 |
|  | Plans, angles, camera movements, assembly and composition. | 2 |
|  | Radio language. Sound elements, components and characteristics. | 2 |
|  | Relations between sound and visual image. Functions and practical uses. | 3 |
|  | Internet in our lives: social networks. Citizens’ journalism. Digital advertising. Blogs. Twitter. | 1 |
|  | New audiences. Information society or information overload? | 1 |
|  | New actors on the digital scene: the immigrant user, the native user and the orphaned user. | 2 |
|  | Multi-tasking users in an information labyrinth. Micro-content for micro-moments. | 1 |
|  | From Web 1.0 to Web 3.0: User behavior across different platforms. | 1 |
|  | Professional communication field. | 1 |
|  | **FINAL EXAM** | 2 |
| **BASIC READING** | | |
|  | FRANCOIS, Frederic, 1965, *El lenguaje, la comunicación*. Editorial Nueva Visión, Buenos Aires, Argentina. | |
|  | FISHER, B. Aubrey, 1978, *Perspective on Human Communications*. MacMillan, New York, USA. | |
|  | SERRANO, Manuel Martín. 2008, *La Mediación Social*. AKAL, España. | |
|  | ZUCKERMAN, Miron, 1981, *Verbal and Nonverbal Communication of Deception*. Elsevier, USA. | |
|  | MATJASIC, Elizabeth, 2010, *Assertive Communication*. RMIT University. | |