



## Information about the subject

**Degree:** Bachelor of Science Degree in Psychology

**Faculty:** Faculty of Psychology

**Code:** 292037 **Name:** -Psychology of the Media

**Credits:** 6,00 **ECTS Year:** The course is not offered this academic year **Semester:** 1

**Module:** OPTIONAL

**Subject Matter:** Community psychology and social intervention **Type:** Elective

**Field of knowledge:** Ciencias de la salud

**Department:** Basic, Social, and Neuropsychology

**Type of learning:** Classroom-based learning / Online

**Languages in which it is taught:**

**Lecturer/-s:**



## Module organization

### OPTIONAL

Subject Matter	ECTS	Subject	ECTS	Year/semester
Health psychology	84,00	-Clinical Neuropsychology	6,00	0, 4/1
		-Disorders of Eating Behavior	6,00	4/1
		-Health Psychology	6,00	3, 4/1
		-Legal Psychology	6,00	0, 4/1
		-Main Models of Intervention in Psychotherapy	6,00	This elective is not offered in the academic year 24/25
		Mediation and familiar orientation	6,00	3/1
		-New Directions in Psychotherapy	6,00	This elective is not offered in the academic year 24/25
		-Prevention and Treatment of Addictive Behavior	6,00	0, 2, 3/1
		-Psychogerontology	6,00	This elective is not offered in the academic year 24/25
		-Psychology of the Chronic Disease and of Rehabilitation	6,00	This elective is not offered in the academic year 24/25
-Psychology, Grieving and Palliative Care	6,00	4/1		



Health psychology		-Psychopharmacology	6,00	4/1
		Sleeping disorders	6,00	4/1
		-Therapy Techniques and Behavior Modification	6,00	This elective is not offered in the academic year 24/25
Transversal psychology	42,00	Anthropology of the Person and Health	6,00	This elective is not offered in the academic year 24/25
		Basic Social and Emotional Skills for Professional Practice of Psychology	6,00	This elective is not offered in the academic year 24/25
		History and Philosophy of the Family	6,00	This elective is not offered in the academic year 24/25
		-Psychology of Religion	6,00	This elective is not offered in the academic year 24/25
		Psychology, and Information and Communication Technologies	6,00	This elective is not offered in the academic year 24/25
		-Qualitative Research Methodology	6,00	This elective is not offered in the academic year 24/25
		Scientific English II	6,00	This elective is not offered in the academic year 24/25



Educational psychology	48,00	-Affective Linkages in the Life Cycle	6,00	This elective is not offered in the academic year 24/25
		Development of Cognitive Skills	6,00	This elective is not offered in the academic year 24/25
		Education for Interculturality	6,00	This elective is not offered in the academic year 24/25
		Educational Intervention for Students with Special Educational Needs	6,00	This elective is not offered in the academic year 24/25
		-Occupational Guidance	6,00	This elective is not offered in the academic year 24/25
		Preventive Intervention and Early Stimulation	6,00	2/1
		-School Psychology	6,00	2, 3/1
		Strategies and Tools for Effective Learning	6,00	This elective is not offered in the academic year 24/25
Psychology of work and human resources	42,00	-Cooperative Work in Interdisciplinary Teams	6,00	This elective is not offered in the academic year 24/25
		-Intervention Techniques in Human Resources	6,00	This elective is not offered in the academic year 24/25



Psychology of work and human resources		Interview and Psychological Counselling	6,00	This elective is not offered in the academic year 24/25
		Management of the Work Climate in Organisations	6,00	3/1
		Mediation and Intervention in Family Businesses	6,00	This elective is not offered in the academic year 24/25
		-Negotiation and Conflict Resolution	6,00	0, 4/1
		-Psychology of Communication	6,00	2/1
Community psychology and social intervention	54,00	Family and Aid to Dependency	6,00	2/1
		Intervention and Organisation of Socio-cultural Events	6,00	This elective is not offered in the academic year 24/25
		-Psychology of Conflict and Violence	6,00	2/1
		-Psychology of Criminality	6,00	3/1
		-Psychology of Physical Activity and Sport	6,00	This elective is not offered in the academic year 24/25
		-Psychology of Social Intervention	6,00	This elective is not offered in the academic year 24/25
		-Psychology of the Media	6,00	This elective is not offered in the academic year 24/25



Community psychology and social intervention		Psychosocial Intervention in Disasters and Emergencies	6,00	3/1
		-Social Support Theory and Strategies	6,00	This elective is not offered in the academic year 24/25
Speech therapy psychology	30,00	Acquisition and Development of Language	6,00	This elective is not offered in the academic year 24/25
		Assessment of Language, Speech and Voice	6,00	0/1
		-Language and Hearing Disorders	6,00	0/1
		Linguistic Analysis of Language Disorders	6,00	This elective is not offered in the academic year 24/25
		-Speech and Voice Disorders	6,00	This elective is not offered in the academic year 24/25

## Recommended knowledge

Not required

## Prerequisites

El alumno deberá cursar un mínimo de 30 ECTS de Optatividad, entre las asignaturas activadas en el curso académico.



## Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Knowing the concepts, theories and main models of Psychology in the community and social intervention context.
- R2 Being able to design intervention plans that are adequate to the different contexts of the community environment.
- R3 Knowing and acquiring the necessary skills for the correct management of the therapeutic relationship



## Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

GENERAL		Weighting			
		1	2	3	4
CG1	The ability to work in interdisciplinary teams.				X
CG2	The ability to develop and constantly update one's competencies, skills and knowledge according to the profession's standards.				X
CG3	Showing interest in the quality of one's performance and being able to develop systems to ensure one's service quality.			X	
CG4	Being able to evaluate one's personal performance and knowing one's competencies and limitations.			X	

SPECIFIC		Weighting			
		1	2	3	4
CE1	Analyzing needs and requests of addressee functions in different contexts.				X
CE2	Establishing psychological action goals in different contexts, proposing and negotiating the goals with addressees.				X
CE3	Planning and carrying out interviews.				X
CE4	Analyzing and measuring variables (personality, intelligence and other aptitudes) and cognitive, emotional, psychobiological and behavioral processes .			X	
CE5	Identifying differences, problems and needs.				X
CE6	Diagnosing following professional principles.			X	
CE7	Analyzing and assessing interaction processes, group dynamics and group and inter-group structures.				X
CE8	Identifying group and inter-group problems and needs.				X







TRANSVERSAL	Weighting			
	1	2	3	4
CT1 Capacity to analyze and synthesize.				X
CT2 Capacity to organize and plan.				X
CT3 Mastering Spanish oral and written communication.				X
CT6 Capacity to manage information (capacity to look for and analyze information coming from different types of sources)				X
CT7 Problem solving.			X	
CT8 Decision making.			X	
CT9 Capacity to work in team.				X
CT10 Capacity to work in interdisciplinary teams.				X
CT12 Interpersonal skills.			X	
CT13 Understanding multicultural and diverse environment.				X
CT14 Critical capacity.				X
CT15 Ethics.				X
CT16 Capacity to develop and update competences, skills and knowledge following professional standards.			X	
CT17 Capacity to adapt to new situations.				X
CT18 Capacity to produce new ideas (creativity).				X
CT20 Knowing foreign cultures.				X
CT21 Taking initiatives and enterprising spirit.				X
CT23 Sensitivity to environmental issues			X	





## Assessment system for the acquisition of competencies and grading system

### In-class teaching

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3	60,00%	Oral and/or written tests employed in initial, training and/or summative student assessment.
R1, R2, R3	20,00%	Presentation of practical activities.
R1, R2	10,00%	Attendance and active participation: lessons, group assignments and tutoring sessions. It will be monitored and registered by the teacher.
R2, R3	10,00%	Group assignments.

### Observations

The student must pass separately the different evaluation systems (attendance and active participation, practices and exam)' to pass the course.

Criteria for the awarding of Honor Grades "Evidence of levels of excellence in all competencies and learning outcomes"

### Online teaching

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3	75,00%	Final evaluation consisting of essay questions and hypothetical scenarios.
R1, R2, R3	5,00%	Submitted tasks
R1, R2	20,00%	Attendance and participation in synchronic communication activities.

### Observations

The student must pass separately the different evaluation systems (attendance and active participation, practices and exam)' to pass the course.

Criteria for the awarding of Honor Grades "Evidence of levels of excellence in all competencies and learning outcomes"



In accordance with the regulations governing the assessment and grading of subjects in force at UCV, the distinction of "Matrícula de Honor" (Honours with Distinction) may be awarded to students who have achieved a grade of 9.0 or higher. The number of "Matrículas de Honor" (Honours with Distinction) may not exceed five percent of the students enrolled in the group for the corresponding academic year, unless the number of enrolled students is fewer than 20, in which case a single "Matrícula de Honor" (Honours with Distinction) may be awarded.

Exceptionally, these distinctions may be assigned globally across different groups of the same subject. Nevertheless, the total number of distinctions awarded will be the same as if they were assigned by group, but they may be distributed among all students based on a common criterion, regardless of the group to which they belong. The criteria for awarding "Matrícula de Honor" (Honours with Distinction) will be determined according to the guidelines stipulated by the professor responsible for the course, as detailed in the "Observations" section of the evaluation system in the course guide.

## Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 Teacher presentation of contents, competency analysis, explanation and demonstration of capacities, abilities and knowledge in the classroom (presential modality).
- M2 Teacher-supervised groupwork sessions: case studies, diagnostic tests, problems, fieldwork, IT room, visits, data searches, libraries, web, Internet, etc. Building knowledge significantly through interaction and student activities (presential modality).
- M3 Supervised monographic sessions with shared participation.
- M4 Application of interdisciplinary knowledge.
- M6 Personalized attention in small groups. Training and/or orientation period by a teacher aimed at revising and discussing the materials and topics presented in the lessons, seminars, lectures, assignments, etc.
- M7 Set of oral and/or written tests employed in initial, training or summative assessment of the student.
- M8 Group preparation of readings, essays, problem resolution, seminars, assignments, reports, etc. to be presented or handed in during theory lessons, practical lessons and/or tutoring sessions in small groups. Tasks done on the platform or other virtual spaces.



- M9 Students' independent study: individual preparation of readings, essays, problem resolution, seminars, assignments, reports, etc. to be presented or handed in during theory lessons, practical lessons and /or small-group tutoring sessions. Tasks on the platform or other virtual spaces.
- M11 Teacher presentation of contents, competencies analysis, explanation and demonstration of capacities, abilities and knowledge on the virtual classroom.
- M12 Group work sessions via chat moderated by the teacher. Case studies –both real and fictional– aimed at building knowledge through interaction and students' activities. Critical analysis of values and social commitment.
- M13 Monographic sessions throughout the course, focused on current aspects and applications of the subject.
- M14 Set of oral and/or written tests employed in initial, training or summative assessment of the student.
- M15 Student's individual study: individual preparation of readings, essays, problem resolution, seminars, assignments, reports, etc. to be discussed or turned in in electronic format.
- M16 Individualized attention for the monitoring and orientation in the learning process, performed by a tutor in order to revise and discuss the materials and topics, seminars, readings and assignments, etc.
- M17 Group preparation of readings, essays, problem resolution, seminars, assignments, reports, etc. to be discussed or handed in.
- M18 Participation and contributions to discussion forums related to the subject and moderated by the module's teacher.
- M19 Problem resolution, comments, reports to be handed in according to the deadlines throughout the course.



## IN-CLASS LEARNING

### IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
<b>ON-CAMPUS CLASS</b> Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge. M1	R1, R3	34,00	1,36
<b>PRACTICAL CLASSES</b> Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity. M2	R2, R3	10,00	0,40
<b>GROUP WORK EXHIBITION</b> Application of multidisciplinary knowledge. M4	R2, R3	8,00	0,32
<b>OFFICE ASSISTANCE</b> Personalized and small group attention. Period of instruction and/or orientation carried out by a tutor to review and discuss materials and topics presented in classes, seminars, papers, etc. M6	R1, R2	4,00	0,16
<b>ASSESSMENT</b> Set of oral and/or written tests used in initial, formative or additive assessment of the student. M7	R1, R2, R3	4,00	0,16
<b>TOTAL</b>		<b>60,00</b>	<b>2,40</b>



## LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
<b>GROUP WORK</b> Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions. Work done on the university e-learning platform M8	R1, R2, R3	30,00	1,20
<b>INDEPENDENT WORK</b> Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions. Work done on the university e-learning platform. M9	R1, R2, R3	60,00	2,40
<b>TOTAL</b>		<b>90,00</b>	<b>3,60</b>





## ON-LINE LEARNING

### SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Virtual session (distance learning) M11	R1, R2, R3	29,00	1,16
Virtual practical session (distance learning) M12, M18	R1, R2, R3	15,00	0,60
In-person or virtual assessment (distance learning) M14	R1, R2, R3	2,50	0,10
Individual tutoring sessions (distance learning) M16, M19	R2, R3	3,00	0,12
Discussion forums (distance learning) M12, M13	R2, R3	9,75	0,39
Continuous assessment activities (distance learning) M19	R2	0,75	0,03
<b>TOTAL</b>		<b>60,00</b>	<b>2,40</b>

### ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual work activities (distance learning) M15	R1, R2, R3	50,00	2,00
Teamwork (distance learning) M17	R1, R2, R3	40,00	1,60
<b>TOTAL</b>		<b>90,00</b>	<b>3,60</b>



## Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
Block I	<b>THE COMMUNICATION PROCESS: FOUNDATION AND MAIN THEORETICAL MODELS</b> Human communication Theoretical models of human communication Axioms of human communication Cognition and communication
Block II	<b>COMMUNICATION IN GROUPS</b> Communication and social interaction Intragroup communication. Intergroup communication
Block III	<b>MASS COMMUNICATION AND NEW TECHNOLOGIES</b> Team communication. Small and large group communication Communication and ICT. Communication and social networks. Mediated communication and communication support. Alternative communication
Block IV	<b>TECHNIQUES IN THE MEDIA</b> Exploratory searches online. Search for documentation. Problem resolution. Argumentation techniques. Interview techniques. Public speaking techniques. Debate management. Thematic exhibitions. Writing of essays and reports. Critical viewing of audiovisuals: films and documentaries



## Temporary organization of learning:

Block of content	Number of sessions	Hours
Block I	5,00	10,00
Block II	5,00	10,00
Block III	10,00	20,00
Block IV	10,00	20,00

## References

- ÁLVAREZ, J. T. (1987). Stories and models of communication in the XXI century. Barcelona: Ariel.
- BERJANO, E. & PINAZO, S. (2001): Social interaction and communication. Valencia: Tirant lo Blanch.
- CARNEGIE, D. (1988). How to speak well in public. Barcelona: Edhasa.
- CIBANAL, J. et alii (2006). Communication techniques and helping relationship in health sciences. Madrid: Elsevier.
- GOFFMAN, E. (1971). Ritual of interaction. Buenos Aires: Contemporary Time.
- HABERMAS, J. (1984). Theory of communicative action. Madrid: Taurus
- JIMÉNEZ, F. (1991). Interpersonal communication: educational exercises. Madrid: Calasanz Institute of Education Sciences
- MADRID, J. (2005): The processes of the helping relationship. Bilbao: Desclée de Brouwer.
- NGUYEN, K, MURILLO, G, KILLEN, R & JONES, L. (2017). Memorable presentations. Create unique experiences that captivate your audience. Barcelona: Uranus
- ONGALLO, C. (2007). Communication manual: guide to manage knowledge, information and human relations in companies and organizations. Madrid: Dyckinson.
- PERPIÑÁ, C (Coor) (2012). Manual of the psychological interview. Knowing how to listen, knowing how to ask. Madrid: Pyramid.
- SHELTON, N. & SHARON, B. (2006). Make your voice heard without yelling. Assertiveness. Madrid: Confemetal Foundation.
- SPERBER, D. & D. WILSON (1994): Relevance. Madrid: Viewer.
- TREVITHICK, P. (2002). Communication skills in social intervention. Madrid: Narcea