



FLACSO
ARGENTINA

Facultad
Latinoamericana de
Ciencias Sociales.
Sede Argentina.

Área Estudios
Latinoamericanos.

Program offering course	Sociocultural Studies of Latin America
Course name	MEDIA PRODUCTS AND COMMUNICATION. INTERDISCIPLINARY PERSPECTIVES ON DISCOURSE ANALYSIS
Course code	HURI307/SEM
Areas of interest	Sociology, Political Science, Communication, Philosophy, Anthropology, Literature, History, Gender Studies, Intercultural Studies, Social Communication, Leadership, Social Service, Health, International Relations, Business, Sustainability and Development.

Programs offering course	Sociocultural Studies of Latin America
Language of instruction	Spanish
U.S. Semester Credits	3
Contact Hours	45
Term	Fall 2020
Course meeting times	TBD
Course meeting place	FLACSO Argentina
Professor	Dr. Laura Gottero
Contact Information	adelastudyabroad@flacso.org.ar
Office address	Tucumán 1966 CABA
Office hours	TBD



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Course Description

This course aims at presenting a conceptual-methodological overview of approaches and tools in the field of Communication Sciences, in an interdisciplinary approach with other areas of social knowledge. This approach will allow for the study of media discourses through the articulation of theoretical discussions and methodological schemes specifically linked to the media industry and their productions. Likewise, the course provides specific tools for the design and development of research projects. Thus, this course aims at delving into the specific potential of the methodological possibilities of Communication Sciences, in combination with perspectives that include other Social Sciences and Humanities (Human rights and Public Policy Studies, Sociology, etc.).

Students Learning Outcomes

By completing this course, students will be able to:

- Acquire an operational and diverse handling of the toolbox (theoretical-methodological) of communication theories, emphasizing the Latin and Latin American lines of analysis.
- Conceptually recognize the main communication models, identifying their differences and potential in relation to Latin American scenarios.
- Identify differences and capabilities of communication models and theories for the study of social discourses, through the approach of specific communication cases in the United States and in Argentina.
- Articulate the scholarship developed in Communication Studies for the analysis of specific discursive strategies in spaces of dissemination of culture: museums, community cultural spaces, institutional planning (public and private) on initiatives related to culture.
- Deepen the concept and methodology for the study of social discourses, with the following purposes: to understand and operatively use the notion of discourse; identify and relate the different elements that make up the speech





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analysis network; distinguish and recognize genres, styles and discursive formats in media productions.

- Recognize and perform a critical analysis of the mode of construction of media discourses at present, establishing critical comparisons between the United States and Argentina. In this context, they are also expected to recognize the existence and operation of premises, understandings, stereotypes and nonverbal strategies of information construction.
- Think and expand students' knowledge about communication as a human right, recognition of international and national frameworks (US-Argentina) in which this right is put into operation, as well as its challenges in relation to the socio-historical situations of each stage

Course Prerequisites

NONE

Course Structure

Class Dynamics

- Presentation of pedagogical materials: PowerPoint presentations, visualization of audiovisual fragments and graphic materials to analyze collectively, audiovisual accompaniment of documentary fragments on the topics addressed in each class.
- Readings indicated for each class, articulated with the theme of each meeting, which will be included in the collective dialogue with the students.
- Group analysis of cases presented by the instructor and requested to students, in order to establish comparative conclusions in class that allow for the implementation of methodologies for analysis of discourses and media products.





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- Presentation of a group summary as a home examination, indicating the results of analysis of the selected case for teamwork in the classroom (see previous item). This will be a midterm evaluation.
- Presentation of an individual home exam where a short research article on a subject of the program is prepared. It can be a bibliographic review on a thematic cut, or a final report where a course topic is analyzed in depth.
- Co-curricular activities oriented to the knowledge of governmental experiences of the right to communication planned from the State (Visit to the Audience Defender's Office / *Defensoría del Público*), and initiatives of community-institutional communication based on the promotion of the right to communication (Megafón UNLa).

Assessment and Final Grade

Group work in class	15%
Group Paper	20%
Written Assignment	15%
Individual Final Exam	30%
Attendance and participation	20%
TOTAL	100%

Course Requirements

Work in groups, in class

Participation and collaboration with a work team will be valued, in order to carry out a case analysis in class and that it becomes a group midterm evaluation.

Group Paper

This group exam will expand the case analysis conducted in class, based on a slogan given by the instructor. This evaluation should be prepared in a short article format (3000 words) that summarizes the results of the analysis carried out, the discussions held in the group, and the bibliography and course topics that are important for the debate.





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Written Assignment

A Short paper (700-1000 words) based on one of the co-curricular activities

Final exam

This second evaluation will be done at the end of the course and will be sent by e-mail once the last class of the schedule is finished. In this exam, the student must address a topic of the program and conduct a brief discussion (2500 words) in the form of a final research report or bibliographic review.

Attendance and participation

This component of the course will be considered approved through the simultaneous fulfillment of the attendance to the planned activities, and to the active participation in its development.

Active listening during classes and integration into the dialogue with the group, through the presentation of examples, questions, discussions or reference to the readings, will represent 20% of the total grade.

Weekly Schedule

WEEK 1

From models to communication theories. Situated criticism and reformulations: Latin America in the recent period.

Concept of communication models and communication theories. Differences and functionalities of both. Enunciation scene and communication situation. Classic models (Jakobson, Lasswell, Shannon and Wiever) and their discussions in synchronic, diachronic and geographical keys (Latin America)

Readings: Gottero (2017b), Maingueneau (2004).

WEEK 2

The incorporation of cultural and political approaches to communication theories and models. Their resignification in the Latin American context.





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Political and cultural components through the Kerbrat-Orecchioni model and perspectives based on discourse analysis: French, North American and Latin American schools. Intercultural communication: approaches and premises from Latin America.

Readings: Alsina (1997), Gottero (2017a; 2017b), Maingueneau (2008).

WEEK 3

Theory and methodology of discourse analysis. Institutional and media communication strategies and products

Identification of the components of discourse analysis, according to the perspectives presented in the previous class: French, North American, Latin American, critical analysis (Van Dijk).

Readings: Angenot (1995), Iñiguez Rueda (2003), Van Dijk (2000).

WEEK 4

Co-curricular activity 1: visit to the ISER Museum (CABA):
<https://www.argentina.gob.ar/iser/museo>

WEEK 5

Discourse analysis applied to the study of media products: theory and methodology

Dimensions of discourse analysis applied to the study of audiovisual, graphic and virtual media products. Approaches from the Southern Cone.

Discursive genre, style, format in various television productions: identification and characterization. Its articulation with the elaboration of speeches in audiovisual media.

Journalistic genre: operation and characteristics. Construction of the news and the journalistic agenda. Diversity of styles and formats within the journalistic genre.





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Elements of construction of the story: the chronology, the network of causality, the inverted pyramid of the news, the stereotypes, the likelihood as opposed to the truth.

Selection and case studies for group discussion.

Readings: Amossy y Herschberg Pierrot (2001), Martini (2015; 2010); Trew (1983).

WEEK 6

Study of media discourses from the perspectives of diversity, rights and media responsibility

Articulation of discourse analysis with criteria and approaches to journalistic ethics.

Migration and non-discrimination: its journalistic approach. Construction of stereotypes and prejudices in media discourses.

The social role of journalists and the media in the prevention of xenophobia, racism, discrimination and in the combat and dismantling of prejudices.

Global campaigns and good journalistic practices

Work in groups based on selected cases.

Sending of questionnaire group exams

Readings: Loreti y Lozano (2015); Mc. Bride (1980), Uranga (2015).

WEEK 7

Discourses, media and social issues approaches: the case of migrations

The power of discourse in journalistic coverage on immigration issues

Proper management of terminology on migration in the media

Use and check information sources to build the news

Decalogue of professional practice for news coverage of migration or migrant news

What are the topics that are included in a migratory journalistic agenda from a human rights perspective?





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Readings: Labrin Elgueta (2009), Organización Internacional para las Migraciones (2018)

WEEK 8

Media, journalism and migration from a human rights perspective: a comparative analysis (US-Argentina)

Media coverage of cases on migration in the United States. and Argentina: preponderant themes and challenges.

Group analysis of selected cases: "construction of the wall between the United States and Mexico"; "Migrant caravan"; "Immigration detention centers"; "Access to social rights for migrants in Argentina".

Rights approach: definition and articulation with the study of discourses and media products

Presentation of relevant experiences and practices for the construction of a journalism on migration with a rights approach.

Readings: Castiglione (2012), Gottero (2019), López Talavera (2012).

WEEK 9

Visit to Defensoría del Público, State agency responsible for the promotion and dissemination of the rights of audiences in Argentina:
<https://defensadelpublico.gob.ar/institucional/>

Group exam due

WEEK 10

Right to communication as a human right: concepts and regulations

Concept of the right to communication and distinction with "right to information". Notion of human rights. Why is the right to communication a human right?

Conceptual and methodological framework of the right to communication in the international and inter-American context.

Normative map of human rights that regulates access to the right to communication in the Americas.





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The Mc. Bride Report (1980) as a worldwide paradigm of the right to communication.

Readings: Mc. Bride (1980), Convención Americana de Derechos Humanos (1969), Declaración conjunta del Encuentro Latinoamericano y del Caribe sobre Derechos Humanos y Comunicación (1998), Declaración del Foro Mundial Viena +5 (1998).

WEEK 11

Human rights, communication and communication scenes

Notion of "communication law" and "communication policy". Articulation and differences.

Concepts and characteristics of hegemonic and alternative communication, popular and elitist, massive and restricted.

Diversity of production spaces: community, institutional, private sector and public sector, etc.

Group analysis of cases and relevant experiences in Latin America.

Readings: Declaración Conjunta sobre la independencia y la diversidad de los medios de comunicación en la era digital (2018), PolComChile (2015).

WEEK 12

Human right to communication in Argentina (I)

Introductory survey of laws regulating audiovisual services in Argentina: from 22285 to 26522.

Introductory survey of communication policies and their institutionality in the recent period: from COMFER to AFSCA to ENACOM, and the role of the Audience Defender's Office (Defensoría del Público).

Compared US-Argentina perspective on communication policies and regulations.

Readings: Defensoría del Público (2018).

WEEK 13

Human right to communication in Argentina (II)



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Guest professor: Prof. Wanda Fraiman

Participatory hearings for the validity of Law 26522 in Argentina.

Readings: texts suggested by the invited professor.

WEEK 14

Visit to Megafón UNLa, the Universidad Nacional de Lanús' media system (Lanús, Buenos Aires Province): <https://www.megafonunla.com.ar/>

Delivery of individual exams to start their preparation in the week before the last class.

WEEK 15

Final exam, closing of the course and general comment of the experience

The class hours will be destined to the completion of the individual evaluation, which must be started in the week prior to this last meeting, so that the student can finish writing her text and access a consultation time with the instructor .

At the end of the exam, a colloquy will be held between the instructor and the students to comment and collectively assess the course development.





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Course Materials

Readings

Alsina, Miquel Rodrigo (1997) Elementos para una comunicación intercultural. Afers Internacionals, Nro. 36, pp. 11-21.

Amossy, R. y Herschberg Pierrot, A. (2001). Estereotipos y clichés. Buenos Aires: Eudeba. Recuperado de:

<https://linguisticaydiscursividadsocialunr.files.wordpress.com/2015/04/esterotipos-y-cliches.pdf>

Angenot, M. (1995). The Concept of Social Discourse. ESC: English Studies in Canada 21(1), 1-19. Association of Canadian College and University Teachers of English.

Carta di Roma, secciones web seleccionadas. Recuperado de:

<http://www.cartadiroma.org>

Castiglione, C. (2012) La cabeza de la hidra y el lugar del sujeto migrante en los medios de comunicación. En Voces en el Fénix, N° 21, diciembre. Disponible en:

http://www.vocesenelfenix.com/sites/default/files/pdf/04_8.pdf

Declaración conjunta del Encuentro Latinoamericano y del Caribe sobre Derechos Humanos y Comunicación (1998). Recuperado de:



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<http://comunicacionypoderuruguay.blogspot.com/2010/07/encuentro-latinoamericano.html>

Declaración del Foro Mundial Viena +5 (1998). Recuperado de:
<https://www.alainet.org/es/active/45>

Defensoría del Público (2018) El escenario de la regulación de la comunicación audiovisual. Recuperado de: https://defensadelpublico.gob.ar/wp-content/uploads/2018/08/Audiencias-Publicas-2018_Defensoria-del-Publico_material-complementario.pdf

Gottero, Laura (2019) Enfoques comunicacionales para articular discursos mediáticos y acceso a derechos de migrantes desde los derechos humanos. Elementos metodológicos específicos para el estudio de las migraciones y los medios de comunicación. III Jornadas de Migraciones, Universidad Nacional de José C. Paz, Argentina.

Iñiguez Rueda, L. (2003) Análisis del discurso. Manual para las ciencias sociales (capítulo III). Barcelona: Editorial UOC.

Labrin Elgueta, J. M. (2009) Migración y medios de comunicación: elementos para su análisis desde una perspectiva intercultural. En *Perspectivas de la Comunicación*, Vol. 2, N° 1, pp. 66-74. Recuperado de: <http://repositorio.uchile.cl/bitstream/handle/2250/135182/Migracion-y-medios-de-comunicacion.pdf?sequence=4>

Lopez Talavera, M. (2012) La Ética Periodística en el tratamiento informativo de la inmigración. En *Cuadernos de Información y Comunicación*, vol. 17, pp. 339-354. Doi: http://dx.doi.org/10.5209/rev_CIYC.2012.v17.39343

Loreti, D. y Lozano, L. (2015). Prefacio. *Voces en el Fénix*, Año 6(49), 6-9.

Maingueneau, D. (2008) Términos clave de análisis del discurso, fragmentos seleccionados. Buenos Aires: Nueva Visión.

Maingueneau, D. (2007) Discourse analysis in France: a conversation. *Forum: Qualitative Social Research*, Vol. 8, Nro. 2, Art. 21. Recuperado de: <http://www.qualitative-research.net/index.php/fqs/article/view/254/559>

Martini, S. (2015). La construcción de la agenda de los medios. El efecto agenda-setting en los medios argentinos en el periodo 2003-2015. *Voces en el Fénix*, Año 6(49), 96-105.

Martini, S. (2010). *Periodismo, noticia y noticiabilidad*. Buenos Aires: Norma.

Mc. Bride, S. (1980) *Many voices, one world*. Ginebra: UNESCO.

Naciones Unidas (2018) *Joint Declaration on the Independence and Diversity of the Media in the Digital Age*.

NY Times (2017) *Donald Trump's Inaugural Speech, Annotated*, Jan. 20 2017. Recuperado de: <https://www.nytimes.com/interactive/2017/01/20/us/politics/donald-trump->





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inauguration-speech-transcript.html?mcid=nyt-es&subid=article&ref=nyt-es&subid=article y de <https://www.nytimes.com/es/2017/01/20/el-discurso-inaugural-completo-de-donald-trump-con-analisis-y-comentarios/>

Organización de los Estados Americanos (1969) Convención Americana de Derechos Humanos (Pacto de San José de Costa Rica). Recuperado de: https://www.oas.org/dil/esp/tratados_B-32_Convencion_Americana_sobre_Derechos_Humanos.pdf

International Organization for Migration (2018) World Migration Report (Chapter "Media reporting of migrants and migration"). Recuperado de: https://publications.iom.int/system/files/pdf/wmr_2018_en_chapter8.pdf

PolComChile (2015) 12 claves para una política pública de comunicación. Recuperado de: <http://www.colegiodeperiodistas.cl/2015/03/dimensiones-de-una-politica-publica-de.html>

Siegel, P. (2008) Communication Law in America. Lanham: Rowman & Littlefield.

Trew, Tony (1979) "What the papers say": linguistic variation and ideological difference". En Fowler, Roger; Hodge, Bob; Kress, Gunther; Trew, Tony (Eds.) Language and control. London: Routledge and Kegan Paul. Recuperado de: <https://www.taylorfrancis.com/books/e/9780429436215/chapters/10.4324/9780429436215-7>.

Van Dijk, Teun (2000) Ideology and Discourse. A Multidisciplinary Introduction. Londres: SAGE. Recuperado de: <http://www.discourses.org/OldBooks/Teun%20A%20van%20Dijk%20-%20Ideology%20and%20Discourse.pdf>

Uranga, W. (2015). Cuestiones éticas del periodismo. A la luz del principio 6 de la Declaración de Libertad de Expresión de la CIDH. Voces en el Fénix, Año 6(49), 88-95.

Specific teaching materials for the course

Gottero, L. (2017a) Cuadernillo sobre análisis del discurso (material adjunto)

Gottero, L. (2017b) Cuadernillo sobre teorías y modelos de comunicación (material adjunto).

Online Resources

Defensoría del Público. Buenas prácticas: experiencia de comunicación audiovisual y ciudadanía en Argentina. Web. <<https://defensadelpublico.gob.ar/lineas-de-accion/buenas-practicas/>>

Carta di Roma. Web. <<http://www.cartadiroma.org>>





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Media Resources

“Alma indígena”

<https://vimeo.com/129028149/description>

Informe Mc. Bride

https://www.youtube.com/watch?time_continue=413&v=3nCcz-sFz9s

“La crisis causó dos nuevas muertes”

<https://www.youtube.com/watch?v=Nfm-f2yJa0g>

En el medio: Fotoperiodismo

<http://encuentro.gob.ar/programas/serie/8103/2098>

“Le bruit et le rumeur”

<https://vimeo.com/33916730>

Lecturer's Bio

Laura Gottero holds a Ph.D in Social Sciences from the Universidad de Buenos Aires. She is currently a researcher and instructor at the Institute of Justice and Human Rights of the Universidad Nacional de Lanús. She is the Coordinator of the Graduate Specialization Program in Migration and Asylum from a human rights perspective (UNLa) and the Doctorate in Human Rights (UNLa). She also works as an external consultant in projects for international organizations, such as IPPDH and IOM.



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