



## **[GLOBALIZATION, CHANGE OF VALUES AND COMMUNICATION]**

**Dates: January 9 – 20, 2023**

**Teaching hours: 40**

**Areas of knowledge: Sociology, theory, and history of  
education**

**Academic coordinators: Pilar Rodríguez Martínez &  
Christian Roith**

**INTRODUCTION [250-300 words]**

Excellent communication skills are extremely important for any professional career. Employers frequently rank communication skills among the most-required competencies. This course aims, first and foremost, at improving the general communication skills of students with a particular focus on communication in international contexts. Successful communication depends on taking into account phenomena that have a decisive impact on the conditions, in which communication processes develop.

An important condition in this sense is the process of globalization which has changed the state of societies worldwide. The processes of social globalization and modernization go hand in hand with changes in social values, which constitute an additional factor that must be considered for the design of successful communication strategies. Therefore, this course aims to offer a sociological analysis of the process of globalization, as it takes place in the areas of economics, culture, and politics. Subsequently, the related changes in social values, as identified by the World Values Survey, will be the object of scientific reflections.

The second part of the course will offer an introduction to communication theory and its significance for communication in international contexts in different fields, such as economics and politics. Thereafter, the theoretical considerations of the first part of the course will be translated into more concrete proposals for communication strategies in certain contexts.

Moreover, cultural differences between nations, especially in relation to the configuration of social values, will be analyzed, so that a further focus of the course will be raising awareness of these differences and developing proposals on integrating them into successful communication strategies.

**MAIN GOALS**

1. Understand the process of globalization in the context of economy, culture, and politics
2. Analyze the change in social values in the 21st century
3. Develop successful communication strategies in international contexts

**CONTENT**

Course Modules	Description
<b>MODULE A:</b> Theories of globalization	Contemporary social theories, such as the theory of communicative action by Jürgen Habermas and the system theory by Niklas Luhman, will be presented and discussed. Different theories of globalization by authors such as Anthony Giddens, Ulrich Beck, Octavio Ianni, and others will be debated.
<b>MODULE B:</b> Anti-globalization	Issues surrounding the anti-globalization movement will be considered. The works of authors such as Naomi Klein, Joseph E. Stiglitz, and others will be presented and discussed.
<b>MODULE C:</b> Change of values in the 21 <sup>st</sup> century	Changes in social values which have taken place in the 21st century, in different fields will be analysed, particularly by referring to the latest finding of the World Values Survey. We will focus on values related to democracy, security and identity (equality and sexual tolerance). The role of information/disinformation in the construction of people's social and political life will also be considered.
<b>MODULE D:</b> Communication in international contexts	Communication strategies in international contexts in politics and business will be analyzed and designed. The role of new communication media and social networks in transmitting political contents will be the object of analysis. Furthermore, the development of successful communication strategies in business environments will be the topic of several classes.

**COURSE METHODOLOGY [200-250 words]**

 In-lab sessions 

 Company visits 

 Academic visits 

 Talks 

 Lectures 

 Others 

Methodology for theoretical contents

- The lecturer will introduce every unit
- Texts with contents related to each topic will be available on WebCT
- The theories will be discussed in class
- Additionally, audio-visual material (videos and movies) and electronic resources (virtual museums, libraries, etc.) will be used to convey the theoretical contents

Methodology for practical contents

- The students will prepare presentations and/or written essays on the topics in group work or individual work

- Work groups will present and discuss their essays and presentations in class.
- Additionally to the group work, the students will present a personal research on a topic proposed by the professor
- Individual and autonomous location of sources, just as respecting the rules for academic writing will be essential
- Interviews with experts will be organized
- Students will visit some institutions and companies in Almería and interview staff

#### **REQUIREMENTS [100-150 words]**

Students should have a B2 level in English and be interested in contemporary social theory.

#### **ACADEMIC VISITS & NETWORKING**

Visits to institutions and companies will be organized. The participants in the course will visit the premises of the National Institute for Statistics in Almería (INE), the radio located in the Central Building of the University of Almería; and the offices of Onda Cero Radio in Almería, which belongs to the Spanish media group Atresmedia.

#### **ASSESSMENT**

The following criteria will constitute the basis of the evaluation of the presentations and essays presented in class, the contributions to the in-class debates and to online newsgroups, the individual essay, and the final oral exam:

- Mastering the basic contents of the course
- Ability to use academic vocabulary in order to reflect on the course topics
- Clear and correct presentation of ideas
- Capacity to establish relationships between different topics
- Using academic resources
- Ability to organize the contents in a coherent structure
- Capacity to understand and correctly apply fundamental concepts

Grading:

- 10% Participation in classroom activities
- 10% Participation in online activities
- 30% Group presentations and/or essays
- 50% Individual essay

Students who wish to increase their final grade may take an oral exam. In this case, the

marking system will be as follows:

- 10% Participation in classroom activities
- 10% Participation in online activities
- 30% Group presentations and/or essays
- 25% Individual essay
- 25% Oral exam

## LECTURERS

### **Professor Pilar Rodríguez Martínez**

PhD in Sociology from the Complutense University of Madrid (2002). Vice Dean of Humanities College (2009-10), Coordinator of the MA in Migration Studies, Development and Social Intervention Program at the University of Almería. Coordinator of the ERASMUS + PROGRAM Mamö Högskola (S MALMO01) in Sweden at the University of Almeria (2014-present), Professor of Sociology of Education in the Plurilingualism Plan at the University of Almeria (2017), Co-director of the International Seminar on the World Values Survey, Head of the International Comparative Research Group at the University of Almería.

### **Professor Christian Roith**

PhD in Educational Sciences from the Complutense University of Madrid (1999), Degree in Education by the Bayerische Julius-Maximilians-Universität Würzburg, Germany (1986). Currently Professor of Theory and History of Education at the University of Almería. From 2000 to 2011 Professor of Theory and History of Education at the University of Alcalá. Guest Professor at the universities of Hamburg, Kaunas, Mikkel, Plovdiv and Seoul. Member of the International Comparative Research. His academic interests are comparative education and history of education.

### **Professor Teresa Gerdes**

PhD candidate in Education from the University of Almería (2024), Diploma in Advanced Studies in Applied Linguistics from the Autonomo University of Madrid, Bachelor of Science in Education with a specialization in Bilingual Education, Western Illinois (USA) (1984), ELT Author for SM/Dayton University Press, (forthcoming), CLIL Consultant for Vicens-Vives (2006-2012), Professor of Infant and Primary Education at Comillas University (2008-2017), Guest Lecturer for MA in International Education at Endicott College (2013), Guest Lecturer at Pilgrims Education in Canterbury, UK (2008). Her interests are Bilingual Education and Theories of Language Acquisition.

### **Professor Ana María López Narbona**

PhD in Sociology, University of Malaga (2016), Juris Doctor degree from the University of

Málaga (1992) Doctor for Judicial Science (1992), Professor of Sociology. University of Malaga, (2010-present), Professor of Sociology at the University of Camilo José Cela, Madrid (2020), Lecturer at the University of Malmö, ERASMUS+ (2019), Lecturer at the Università degli Studis di Modena e Reggio Emilia, (2019), Online Professor of International Learning Agreement with University of Coventry, U.K., module 204CRM Community Safety and the Environment (2016-2017), Online Consultant at the Universitat Oberta de Catalunya in Civil Law (2010), Lecturer of Sociology at the University of Konkuk, South Korea (2011), Lawyer (1996-present), Secretary of Association La Pacaraima, (2011-present), Coordinator of Social Exclusion and Inclusion, University of Málaga (2020-present), Member of the Board of Directors of RN 14 Gender relations in the labour market and the welfare state. Committee of ESA.

**Organized by**

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