

GUIA DOCENTE

Facultad de Ciencias Sociales



Sociology

**Cognitive Bases of Social
interactions and
Communication**

Social Anthropology, Basic
Psychology, & Public Health

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Module: Area of professional development

Cognitive Bases of Social interactions and Communication

Basis of Behavior and Higher Cognitive Proces.

Previous knowlege about Culture and Cognition relationship.

Basic knowledges about theories of development and constraction of social, cultural, and cognitive systems (Tonnie, Weber, Vygotsky, Luria, Goody, etc).

General competences related to academic literacy: writing, oral discourse and public debate.

MAIN GOAL DEFINED AS COMPETENCES (know-what, know-how, self-knowledge)

1. General Competences

Competence to manage information

Critical Thinking

Development of autonomous learning

Competence for knowledge communication

Interpersonal competences: working in group, working in interdisciplinary teams and in international and multicultural contexts.

Ethical Commitment, democratic values and social responsibility.

2. Competences related to the Subject

Understanding and Analyzing social interactions in practices of everyday life.

Understanding communicative processes created in the Globalization and their consequences, such as the great social, cultural, technological and cognitive transformations.

Applying these competences to the professional practices of sociologists and other social scientists.

Developing several kinds of literacy, discursive practices and form of reasoning in public context:

Narrative literacy: Description of dayly-life events through writing and oral expresion (secondary orality).

Academic literacy: Undestanding and writing essays and academic texts

Training in public debates.

3. General Topics

An evolutionary perspective for study of interactions and communicative processes: The interface between nature and culture.
Media communication: Actions, signs, language, imagery, and technologies.
Environments, Spaces, Habitats. The Ecology of Social interaction.
Ways for Socialization.
Media communication Theory. The Toronto School of Communication and its contributions to the study of Culture and Technology.
Modes of discourse and form of thinking.
Narrative, Rhetorics. Constitution processes of identities and the promotion of life-in-common.

4. Subject topics

- I. An evolutionary perspective for study of interactions and communicative processes: The interface between nature and culture. Can Culture intervene in Human Evolution?. A case for study. Mutations related with changes in (agri)culture.
An evolutionary perspective for study of interactions and communicative processes: Tools, signs and technology in pre-sapiens and sapiens.
- II. Media communication: Action, signs, language, imagery, and technology.
The Toronto School of Communication (Innis, McLuhan, Havelock and Ong). Its contributions to the study of Culture, Technology and the technology as culture.
Semiotic mediation. The theory of Lev S. Vygotsky.
Civilization process. Rituals and signs.
- III. Environments, Spaces, Habitats. The Ecology of social interaction and life in common.
Forms of community: Primary communities vs imagined communities; collectivism vs individualism...
From sphere to globe (Ingold).

Architectonics of Habitats and the creation of communities.
Representations of Sacred and profane (Eliada).
Places and non-places (Augé). The futures of cities or city for the future.

- IV. Modes of discourse and forms of thinking. The function of contexts in language communication.
From the action grammar to the language grammar.
Egocentric and inner speech.
Discourse in dyadic relationships.
Orality and Literacy: A cultural historical analysis of social-cognitive changes.
- V. Ways for Socialization.
Intersubjectivity and dialogism.
Collectivism and individualism in social interactions.
Teaching and learning in daily-life practices.
Formal education as a dialogical practice.
- VI. Narrative and Rhetorics.
Constitution processes of identities and the promotion of life-in-common.
Narratives and experience.
Self narrative: Dramatistic dimension of discourse (Garfinkel, Habermas).
Rhetoric of discourse in public sphere.

1.1. Methodology

Lectures.

Use of ICT and debates en social network.

Presentations in power-point.

Analysis of text, imagen and videos.

EPD entitled “Arte & Society: Multimodal workshop of social sciences”.

Assessing

EB is the 70%, corresponding the 30% to the EPD.

1. Portfolio:
Two reports related to the contents of several parts of program (5%).
2. Written exam (45%)
3. An individual essay about one topic from the program supervised by the professor (30%).
4. EPD:
Arte, Technology, and Society: Multimodal workshop for social sciences” (20%).

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6. RECOMENDACIONES

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Other Items

Lactose Tolerance and how (agri)culture and foods have changed human genoma:

<http://www.nytimes.com/2006/12/11/science/11evolve.html?ref=nicholaswade&r=0>

How to apprentice tea ceremony?

Japanese Tea Ceremony:

<http://www.youtube.com/watch?v=7tt7NBIVeMY>

http://www.youtube.com/watch?v=5LOZe_FSI2o

Yerba Mate:

<http://www.youtube.com/watch?v=m2otYqpcn00>

School:

http://www.youtube.com/watch?v=07fRh_sNRTM

Transit from dyadic to work in group attending teacher:

<http://www.youtube.com/watch?v=imZqDOWtmXI>

Interaction and Learning in informal context: Space for interaction and encounter (Crown Fountain. Millennium Park)

<http://www.youtube.com/watch?v=NziRaGxI8Ow>

<http://www.youtube.com/watch?v=imZqDOWtmXI>

<http://vimeo.com/69484573>

Humanizing Public Space

<http://vimeo.com/52302939>

Places and non-places

6. http://www.elcultural.es/version_papel/ARTE/23330/Lugares_y_no-lugares