

OBJECTIVE

To train competent professionals, with an interdisciplinary perspective, aware of the contemporary social, political and cultural problems that present themselves in the journalistic, institutional and production areas, able to perform strategies and undertake products of information and communication that contribute to promote democratic communication processes and quality in the local-global context, with a solid ethical and humanistic education committed to social development.

APPLICANT'S PROFILE:

- Discipline and autonomy at work.
- Good writing and spelling.
- Good verbal expression, habit and reading comprehension.
- Interest in audiovisual expressions.
- Interest in local and national events and issues.
- Provision and ease for teamwork.
- Ability to establish relationships in different areas.
- Initiative and leadership in problem solving.
- Opening to innovation and change.
- Facility for the management of information and communication technologies.
- Entrepreneurial attitudes.

PROFILE OF THE GRADUATE:

Skills:

- To search for and select information for the analysis, reflection and critical interpretation of reality in order to work with pertinence in relation to the media narrative of the event and in its face-to-face communication practices.
- Generate communicative products through the application of logics and audiovisual languages.
- Generate, implement and evaluate communication strategies according to different objectives and public.
- Conduct negotiations and negotiations to develop innovative communication proposals.
- Develop efficiently between social and cultural diversity and in different communication scenarios.
- Use devices, devices and technological packages properly, to implement communicative products in multiplatform.
- Optimize time and resources in the design, management and production of communication.
- Relate and perform with leadership in the different functions and practices of communication.
- Express themselves correctly, orally, with good diction and clarity in their arguments, to perform in the modalities of face-to-face and media communication.
- Write correctly, in terms of spelling and syntax, as well as managing the main informational genres and formats in the media and in communication fields.

Knowledge:

- Contemporary social theories that offer an integral explanation of the global, political and cultural dynamics that shape the social production of communication in the different fields in which it unfolds.
- History of the main genealogies and paradigms, in addition to the current discussions on systems, processes and practices of communication about media institutions and industries, media content and

narratives and reception between audiences and/or audiences, as well as the basic legal regulation that regulates these processes.

- Theories and techniques of the fixed and moving image, the photographic practice, in video and television and appreciation of the cinematographic language.
- Theories and techniques on the sound, the handling of the voice, the music and the radio production.
- Theories and techniques on the journalistic practice, the collection of information, the reporting and the handling and writing of journalistic genres.
- Theories and discussions on information and communication technologies and interactive digital communication.

Attitudes:

- Interest and sensitivity for the happenings and the contemporary problems.
- Interest in the audiovisual arts and cultural events in general.
- Openness and willingness to accept change and adapt to new situations, which is a fundamental characteristic in the field of communication in terms of trends, scenarios and techniques.
- Innovative and creative spirit that expresses itself in its capacity to generate proposals in its fields of professional performance.
- Provision for permanent updating.
- Ability to take initiatives when required in their professional tasks.
- Ethics, by integrating human values and a sense of belonging to their professional tasks.
- Provision and ease of working in a team.

Values

- Autonomy and social responsibility
- Pluralism
- Humanism
- Quality

PROFESSIONAL FIELD:

The contexts in which these professionals perform correspond to both the free exercise of the profession and associate media, public and private organizations and institutions of any type and size and in working conditions of both dependence and collaboration of senior management in areas of institutional communication and media management.

Communication and Information professionals work in the following areas: newspapers, electronic media, television and radio, press offices, social communication, broadcasting, advertising agencies, media production and information and communication technologies, consulting and consultancy in communication strategies, among the main.

DURATION:

Eight semesters.

CENTER OF SOCIAL AND HUMANITIES SCIENCES

DEGREE IN COMMUNICATION AND INFORMATION

CURRICULUM

**PLAN 2012
CAREER 18**

FIRST SEMESTER

SUBJECT	H/T	H/P	C	CENTER	DEPT
APPRECIATION OF AUDIOVISUAL ARTS: PHOTOGRAPHY AND CINEMA	2	2	6	CA Y C	ART AND CULTURAL MANAGEMENT
SOCIAL THEORY	4	0	8	CCS Y H	SOCIOLOGY AND ANTHROPOLOGY
COMMUNICATIVE COMPETENCES	2	4	8	CCS Y H	COMMUNICATION
THEORY AND PRACTICE OF JOURNALISM I	4	2	10	CCS Y H	COMMUNICATION
THEORY AND PRACTICE OF PHOTOGRAPHY I	2	4	8	CCS Y H	COMMUNICATION
MULTIMEDIA WORKSHOP	0	4	4	CCS Y H	COMMUNICATION

SECOND SEMESTER

SUBJECT	H/T	H/P	C	CENTER	DEPT
STRATEGIC PLANNING	2	2	6	CCE Y A	ADMINISTRATION
LINGUISTICS	4	0	8	CA Y C	LETTERS
THEORIES OF COMMUNICATION I GENEALOGIES	4	0	8	CCS Y H	COMMUNICATION
MARKETING	3	2	8	CCE Y A	MARKETING
THEORY AND PRACTICE OF JOURNALISM II	2	4	8	CCS Y H	COMMUNICATION
THEORY AND PRACTICE OF PHOTOGRAPHY II	2	4	8	CCS Y H	COMMUNICATION

THIRD SEMESTER

SUBJECT	H/T	H/P	C	CENTER	DEPT
ARGUMENTATIVE AND RHETORIC LOGIC	4	0	8	CCS Y H	PHILOSOPHY
LITERATURE AND GENRES	4	0	8	CA Y C	LETTERS
THEORIES OF COMMUNICATION II. SEMIOTICS	4	0	8	CCS Y H	COMMUNICATION
COMMUNICATION STRATEGIES I: COMMERCIAL	2	4	8	CCS Y H	COMMUNICATION
THEORY AND PRACTICE OF RADIO I	4	2	10	CCS Y H	COMMUNICATION
THEORY AND PRACTICE OF AV I	2	4	8	CCS Y H	COMMUNICATION

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FOURTH SEMESTER

SUBJECT	H/T	H/P	C	CETER	DEPT
THEORIES OF THE IMAGE	2	2	6	CCS y H/ CCD y C	COMMUNICATION REPRESENTATION
THEORIES OF COMMUNICATION III. CURRENT DISCUSSIONS	4	0	8	CCS y H	COMMUNICATION
COMMUNICATION STRATEGIES II: SOCIAL AND POLITICAL	2	4	8	CCS y H	COMMUNICATION
THEORY AND PRACTICE OF RADIO II	2	4	8	CCS y H	COMMUNICATION
THEORY AND PRACTICE OF TELEVISION I	2	4	8	CCS y H	COMMUNICATION

FIFTH SEMESTER

SUBJECT	H/T	H/P	C	CENTER	DEPT
PHILOSOPHY OF COMMUNICATION	4	0	8	CCS Y H	PHILOSOPHY
STATISTICS	2	3	7	CCB	STATISTICS
RESEARCH APPLIED TO COMMUNICATION	2	4	8	CCS Y H	COMMUNICATION
CREATIVE PROCESSES IN COMMUNICATION	2	4	8	CCS Y H	COMMUNICATION
COMMERCIAL COMMUNICATION WORKSHOP	0	8	8	CCS Y H	COMMUNICATION

SIXTH SEMESTER

SUBJECT	H/T	H/P	C	CENTER	DEPT
PROFESSIONAL ETHICS	2	2	6	CCS Y H	PHILOSOPHY
COMMUNICATION MANAGEMENT	2	4	8	CCS Y H	COMMUNICATION
SOCIAL COMMUNICATION WORKSHOP	0	8	8	CCS Y H	COMMUNICATION
PROFESSIONALIZING ELECTIVE					
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SEVENTH SEMESTER

SUBJECT	H/T	H/P	C	CENER	DEPT
POLICY AND PUBLIC SPACE	4	0	8	CCS Y H	POLITICAL SCIENCES
LEGISLATION ON COMMUNICATION IN MEXICO	4	0	8	CCS Y H	LAW
POLITICAL COMMUNICATION WORKSHOP	0	8	8	CCS Y H	COMMUNICATION
PROFESSIONALIZING ELECTIVE					
PROFESSIONALIZING ELECTIVE					

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DEGREE IN COMMUNICATION AND INFORMATION

EIGHTH SEMESTER

SUBJECT	H/T	H/P	C	CENTER	DEPT
PRODUCTION COSTS	3	1	7	CE Y A	ACCOUNTING
BUSINESS MANAGEMENT	2	4	8	CE Y A	ADMINISTRATION
INTEGRATION WORKSHOP	0	8	8	CCS Y H	COMMUNICATION
PROFESSIONALIZING ELECTIVE					
PROFESSIONALIZING ELECTIVE					

Professionalizing Electives in Open mode**Guidance I.** Realization of communicative products**Guidance II.** Public Communication**INSTITUTIONAL PROGRAMS**

- Professional internship
- Social service
- Tutoring
- Mobility and Academic Exchange
- Promotion of foreign languages
- Humanist Training Program

ACADEMIC DEGREE REQUIREMENTS

Qualification requirements are specified in article 156 of the regulation of teaching at the Autonomous University of Aguascalientes as follows:

Once accredited all the materials and requirements set out in the curriculum of the careers of technical, technician and Bachelor's degree, graduates may request the expedition of his title in the Department of Admissions after completing the following:

- Student has complied with the requirements of Social Service, humanistic courses, professional practice, and foreign language requirement as defined in the following programs;
- Student does not have any debts with the Autonomous University of Aguascalientes;
- Student has paid graduation fee required for obtaining a degree; and
- Student has taken the academic degree exam.

Approved by the Honorable University Council in ordinary session celebrated on December 15th, 2011.