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**SOCIAL SCIENCES AND HUMANITIES CENTER**  
**BACHELOR'S DEGREE IN COMMUNICATION AND INFORMATION**

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**OBJECTIVE:**

To shape 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.

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**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.

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**CURRICULUM**

**CURRICULUM 2012  
PROGRAM 18**

**FIRST SEMESTER**

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

**SECOND SEMESTER**

SUBJECT	H/ T	H/ P	C	CENTER	DEPT
STRATEGIC PLANNING	2	2	6	ECO & ADMIN	ADMINISTRATION
LINGUISTICS	4	0	8	ARTS & CULTURE	SPANISH LANG. ARTS
THEORIES OF COMMUNICATION I GENEALOGIES	4	0	8	SOC SCI & HUM	COMMUNICATION

MARKETING	3	2	8	ECO & ADMIN	MARKETING
THEORY AND PRACTICE OF JOURNALISM II	2	4	8	SOC SCI & HUM	COMMUNICATION
THEORY AND PRACTICE OF PHOTOGRAPHY II	2	4	8	SOC SCI & HUM	COMMUNICATION

**THIRD SEMESTER**

<b>SUBJECT</b>	<b>H/T</b>	<b>H/P</b>	<b>C</b>	<b>CENTER</b>	<b>DEPT</b>
ARGUMENTATIVE AND RHETORIC LOGIC	4	0	8	SOC SCI & HUM	PHILOSOPHY
LITERATURE AND GENRES	4	0	8	ARTS & CULTURE	SPANISH LANG. ARTS
THEORIES OF COMMUNICATION II. SEMIOTICS	4	0	8	SOC SCI & HUM	COMMUNICATION
COMMUNICATION STRATEGIES I: COMMERCIAL	2	4	8	SOC SCI & HUM	COMMUNICATION
THEORY AND PRACTICE OF RADIO I	4	2	10	SOC SCI & HUM	COMMUNICATION
THEORY AND PRACTICE OF A/V I	2	4	8	SOC SCI & HUM	COMMUNICATION

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**FOURTH SEMESTER**

<b>SUBJECT</b>	<b>H/T</b>	<b>H/P</b>	<b>C</b>	<b>CETER</b>	<b>DEPT</b>
THEORIES OF THE IMAGE	2	2	6	SOC SCI & HUM / DESIGN & CONST	COMMUNICATIO N  REPRESENTATIO N
THEORIES OF COMMUNICATION III. CURRENT DISCUSSIONS	4	0	8	SOC SCI & HUM	COMMUNICATIO N
COMMUNICATION STRATEGIES II: SOCIAL AND POLITICAL	2	4	8	SOC SCI & HUM	COMMUNICATIO N
THEORY AND PRACTICE OF RADIO II	2	4	8	SOC SCI & HUM	COMMUNICATIO N
THEORY AND PRACTICE OF TELEVISION I	2	4	8	SOC SCI & HUM	COMMUNICATIO N

**FIFTH SEMESTER**

<b>SUBJECT</b>	<b>H/T</b>	<b>H/P</b>	<b>C</b>	<b>CENTER</b>	<b>DEPT</b>
PHILOSOPHY OF COMMUNICATION	4	0	8	SOC SCI & HUM	PHILOSOPHY
STATISTICS	2	3	7	BASIC SCI	STATISTICS
APPLIED RESEARCH TO COMMUNICATION	2	4	8	SOC SCI & HUM	COMMUNICATIO N
CREATIVE PROCESSES IN COMMUNICATION	2	4	8	SOC SCI & HUM	COMMUNICATIO N
COMMERCIAL COMMUNICATION WORKSHOP	0	8	8	SOC SCI & HUM	COMMUNICATIO N

SIXTH SEMESTER

SUBJECT	H/ T	H/ P	C	CENTER	DEPT
PROFESSIONAL ETHICS	2	2	6	SOC SCI & HUM	PHILOSOPHY
COMMUNICATION MANAGEMENT	2	4	8	SOC SCI & HUM	COMMUNICATION
SOCIAL COMMUNICATION WORKSHOP	0	8	8	SOC SCI & HUM	COMMUNICATION
PROFESSIONALIZING ELECTIVE					
PROFESSIONALIZING ELECTIVE					

SEVENTH SEMESTER

SUBJECT	H/ T	H/ P	C	CENER	DEPT
POLITICS AND PUBLIC SPACE	4	0	8	SOC SCI & HUM	POLITICAL SCIENCES
LEGISLATION ON COMMUNICATION IN MEXICO	4	0	8	SOC SCI & HUM	LAW
POLITICAL COMMUNICATION WORKSHOP	0	8	8	SOC SCI & HUM	COMMUNICATIO N
PROFESSIONALIZING ELECTIVE					
PROFESSIONALIZING ELECTIVE					

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EIGHTH SEMESTER

SUBJECT	H/ T	H/ P	C	CENTER	DEPT
PRODUCTION COSTS	3	1	7	ECO & ADMIN	ACCOUNTING
BUSINESS MANAGEMENT	2	4	8	ECO & ADMIN	ADMINISTRATIO N
INTEGRATION WORKSHOP	0	8	8	SOC SCI & HUM	COMMUNICATIO N
PROFESSIONALIZING ELECTIVE					
PROFESSIONALIZING ELECTIVE					

**Professionalizing Elective in Open mode**

**Guidance I.** Generation of communicative products

**Guidance II.** Public Communication

**Institutional Programs**

- Professional Internship
- Community Service
- Tutorship
- Mobility and Academic Exchange
- Foreign Languages
- Humanistic Education

**Degree Requirements**

The undergraduate must adhere to the provisions of Chapter XIV of the technical degree, upper technical degree, and undergraduate degree, Article 156 of the General Teaching Regulations that states the following:

"Once all of the subjects and requirements indicated in the curriculum of the technical degree, upper technical degree, and undergraduate degree levels have been fulfilled, the undergraduate may request the issuance of his or her degree in the Admissions, in order to comply with the following elements:

1. To have fulfilled the requirements of social service, humanistic subjects, professional internship, and foreign language as defined in the respective institutional programs;



2. To verify that there are no outstanding debts with the *Universidad Autónoma de Aguascalientes*;
3. To have covered the quota established in the plan of taxation for obtaining a title; y
4. To have taken an exit exam.

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