**UNIVERSIDAD VERACRUZANA**

**PROGRAMME CONTENT**

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| PROGRAM: | Communication Sciences |
| LEVEL: | Academic Degree |
| PLAN: | 2004 |

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| **DESCRIPTION** |
| The degree trains social communicators that handle theoretical-methodological, technical and instrumental fundaments required to perform in the area of research, planning, social media materials production and coordination. |
| **OBJECTIVE** |
| To provide to students:   * A strong intellectual and humanistic training * Methodological, technical and scientific knowledge that allow them to research, design, produce and evaluate communicative actions with a marked feeling of social responsibility. * Epistemological knowledge that might be used as basis to develop new theoretical understanding based on this educational subject. * Knowledge related to the different social sciences in order to have solid elements that allow them to know, explain and perform the deep reality in an objective and global way. |
| **ENTRANCE REQUIREMENTS** |
| * High School finished. * To take the entrance examination * To cover all the enrollment requirements. |
| **TITLE GRANTED** |
| Graduate in Communication Sciences. Prior compliance on its whole of the valid study plan, social service release and covering all the degree requirements according to the options that Universidad Veracruzana offers. |
| **DEGREE REQUIREMENTS** |
| Article 85. Into flexible study plans, to obtain such degree is required to accomplish the number of credits pointed on each Study Plan. (Source: 2008 Student’s Statute (<http://www.uv.mx/universidad/doctosofi/leguni/estatutos/index.htm>).  Note: Including the corresponding credits to the Social Service and Reception Experience educational subjects. |
| **PROFESSIONAL PROFILE** |
| Within the Higher Education Institutions, The Communicational Sphere is one of the most significant. This supposes the importance which has communication in the social life. In consequence, contemporary society demands professionals increasingly competent and in line with the human dynamic. The good communicator’s task has acquired a complexity level and such importance in these days, who is going to practice it must have a professional training. This means that it must have the knowledge and the skills that allow them to develop in various fields which fall into their professional training, as well as the intellectual level and reflexive-ethic capacity to anticipate the importance and consequences about the communicative action. |
| **APPLICANT’S PROFILE** |
| For the purpose of make easier the student’s theoretical-practice formation, the applicant to this degree will have to accumulate the following features:   * Capacity for analysis and synthesis. * Ability for the handling of spoken and written language. * Ability for verbal and abstract reasoning. * Capacity to argue. * Ability for artistic perception and creation. * Capacity to establish group and interpersonal relationships. * Responsibility * Initiative * Leadership * Interest in reading. |

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| **STABILITY PROFILE** |
| The student must cover 391 educational program’s credits, which can take during six-month periods in the following way:   1. Minimum capacity: 12 six-month periods of 34 credits. (6 years) 2. Medium capacity: 8 six-month periods of 48 credits. (4 years) 3. Maximum capacity: 6 six-month periods of 66 credits. (3 years)   *Note: The number of credits established by academic workload is an average reference.*  Basic Computing, English 1st and 2nd level, and Reading and Writing subjects, can be proved taking a competency test. References on: (<http://www.uv.mx/afbg/area-de-formacion-basica/> ). The certification of other subjects depends on the established and approved in the current study plans and adjustments agreed in schools by knowledge areas. Read articles from 49 to 73 belonging to the 2008 Student’s Statute (<http://www.uv.mx/estudiantes/estatuto/>).  Social Service and Reception Experience can be taken as soon as the 70% of the study plan’s credits. It is necessary to accomplish the stipulated requirements on the 2008 Student’s Statute. Articles from 74 to 77 are about Social Service; and from 78 to 82 are about Reception Experience. (<http://www.uv.mx/estudiantes/estatuto/>) |
| **PROFILE OF GRADUATION** |
| Graduating the student from the degree will have acquired during his training process, the necessary skills and competences to perform oneself as Communication Sciences’ professional through an autonomous-continuous learning. The student will have a relative knowledge related to his degree through educational subjects that allow him thinking processes to develop a collaborative learning which contribute critiques, self-criticism, as well as ethical training of values and attitudes. In such a way that finishing his degree, the student must:   * To get theoretical-methodological knowledge defined to take part in different professional-academic practices registered in the communication field. * To own a global vision to develop as agent of social change. * Being competent to analyze social, politic, economic, and cultural phenomena on the basis of a language and proper training. * To assume the ability to develop oneself in a professional way among media. |
| **CAREER FIELD** |
| Radio broadcasting, TV and cinematographic companies.   * Journals * National-International New Agencies * Press offices, public and private information. * Teaching and researching schools. * Private companies in marketing, advertising and public relations areas. |