SOCIOLOGY AND CULTURE

IE University
Professor: **CRISTINA MATEO REBOLLO**

E-mail: cmateo@faculty.ie.edu

Professor: **PIA MAZZANTI**

E-mail: pmazzanti@faculty.ie.edu

Academic year: 20-21
Degree course: FIRST
Semester: 2º
Category: COMPULSORY
Number of credits: 6.0
Language: English

PREREQUISITES

SUBJECT DESCRIPTION

Social sciences and cultural studies have the significant responsibility of analyzing critically the reality in which we live. These consider different concepts such as gender, identity, and ethnicity, among others, and develop their studies and researches under those statements.

Sociology and sociological thinking are powerful tools for understanding the world we live in and the interactions between social and cultural structures. Developing a firm basis on this ground and understanding culture from a broad perspective will allow future designers to approach challenges and projects with a more in-depth, critical, and global viewpoint.

This course addresses design as a cultural phenomenon and a powerful territory to promote critical thinking, make contributions that change paradigms, and think about how to build a better world.

OBJECTIVES AND SKILLS

Objectives

- Acquire basic notions from sociology and cultural studies and relate them with their practice as designers.
- Understand their role as designers and as active members of society and culture.
- Be inspired and awake curiosity towards social and cultural dynamics.
- Understand and reflect on the importance of design in shaping a better future.
- Promote critical thinking to understand that design does not only solves problems but materialize principles, ideas, and emotions.

Skills

- Development of an eye for cultural and social observation and analysis.
- Development of tools to take advantage of one's cultural richness.
- Improvement of critical thought to approach design more holistically.
- Identify types of sociological research for the practice of design.
- Be able to identify assumed views on the social world.

METHODOLOGY

The course will be taught employing IE's Liquid Learning methodology. Liquid learning is a transformational and interactive educational experience that transcends single methodologies and platforms to blend physical, digital and natural environments so that students obtain a world-class education no matter their location or situation.

Students will learn alongside one other and work together in teams. Hybrid brings together the human, digital and natural worlds into a seamless whole and enables IE University to be a truly global campus.

The Liquid Learning methodology combines three essential elements for a complete and dynamic learning experience: synchronous interactions, asynchronous interactions and individual inquiry and discovery.

Synchronous Interaction is learning that happens in live, in real-time. For example, attending classes (lectures, discussions, labs, studios) in-person or virtually, working with classmates on team projects in a workroom or video-conference platform, or getting help and feedback from professors in-person or online.

Asynchronous Interaction and Individual Inquiry and Discovery are learning experiences that happen interactively and asynchronously using collaboration tools and digital platforms. For example, debating topics in a digital forum, critiquing the work of classmates posted in a digital gallery, working on a proposal or project using a collaborative document-sharing platform, or getting help and learning support in messaging-based system.

This course consists of both lectures and discussions concerned with weekly readings. Divided into five modules, it consists of lectures, discussions and student presentations with a specific assignment for each one. Oral and written discussions are critical and therefore students will be encouraged to share their thoughts and ideas in relation to issues presented in each class session. Students are expected to reflect on what they are learning in group projects, assignments, and discussions.

Course modules

Design is Culture
Design is Communication

Design is Emotion
Design is Participation

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	26.67 %	40 hours
Discussions	20.0 %	30 hours
Exercises	13.33 %	20 hours
Group work	26.67 %	40 hours
Other individual studying	13.33 %	20 hours
TOTAL	100.0 %	150 hours

EVALUATION CRITERIA

Criteria	Percentage	Comments
Class Participation	20 %	
Life Story	20 %	
Workshops	25 %	
Final Project	25 %	
Final Presentation	10 %	

I.   CLASS PARTICIPATION

It is expected from students to participate in class discussions. It is expected that participation should be oriented to enrich the intellectual climate of the class, participating in debates, respectfully and carefully listening to peers and engaging in dialogues with them.

II.   LIFE Story Workshop

Students will see different ways in which life stories can capture narratives of the self, in different contexts of interaction, and will learn how to review each other´s. Exercise can be implemented using any of the available social media platforms, including TikTok.

III.   Workshop and assignments

In various sessions, practical workshops and exercises will be developed. Students must be actively involved and provide various deliverables that will be explained at the beginning of each workshop/Class.

It is essential that students get involved actively, engage with their peers, and contribute their own experiences to the activity.

These exercises will be evaluated individually.

IV.   Final Project and final presentation

In groups of 3 or 4, students will develop a final work that will integrate a theoretical and reflexive approach with a creative exercise. The groups will have to complete a journal in different formats, videos, photography, essay, sketches, collages, etc. Every two weeks, the professors will give a sentence, a news piece, a question, an article, etc. The students will have to reflect and develop it with the specific instructions the professors will provide. They will have to work on the coherence of the development and the formats.

The deliverable must demonstrate reflection, concepts, and analysis of everything learned during the course. It must demonstrate rigor in the academic aspects and an in-depth analysis of those preconceived ideas that this course will help break apart. Also, it must show creativity and care.

For the final presentation, students should digitize what they have in analog format and collect it in a form that they can share with the whole group whether or not they are in person. All group members must present.

Both the final project and the presentation will be evaluated as a group.

Grades

Sobresaliente/Outstanding: 9.0-10.0 (A to A+) Consistently produces work of the highest quality and craft; exhibits notable progress and development over the course of the semester; meets all course objectives at highest level; attendance is near-perfect, and contributions to course discussions are extremely valuable.

Notable: 7.0-8.9 (B to B+) Completes all assignments with work of above-average quality and craft; exhibits significant progress and development; meets most course objectives; attendance and participation are very good.

Aprobado: 6.0-7.0 (C to C+) Completes all assignments with work of acceptable quality and craft; exhibits some progress and development; meets a majority of course objectives. Attendance and participation are acceptable.

Aprobado: 5.0-6.0 (D) Assignments are delivered but are incomplete and/or of low quality and craft; exhibits little progress and development; meets few course objectives. Attendance and participation are poor, but absences do not total more than 30%.

Suspenso: 0-4.9 (F) Work is incomplete, missing, or does not meet course objectives. Attendance and participation are poor.

Automatic Failure/Suspenso: 0 (F) Please note that a student who misses 30% or more of the scheduled sessions receives an automatic 0.0, and loses his or her right to the second "convocatoria."

PROFESSOR BIO

Professor: **CRISTINA MATEO REBOLLO**

E-mail: cmateo@faculty.ie.edu

Cristina Mateo (PhD)

Cristina Mateo is Associate Dean at IE School of Architecture and Design. She is a specialist in urban ethnography, branding, communication, and the impact of technology and the city. Prior to joining IE, she was Head of Strategic Planning at Fundación Siglo, The Department of Culture and Tourism for Castile and Leon between 2011-2015.

She worked at Madrid City Council, for the International Strategy and Action Bureau, Madrid Global. Her work involved managing the city brand through a strategy of participation in large events such as the Olympics and World Expos. Prior to her position with the City of Madrid, she was marketing director between 2002 and 2007 at VisitBritain (Britain´s Tourism Board).

In Madrid and London she worked for AT Kearmey, marchFirst and Razorfish managing the customer experience and information architecture for transactional, information and service oriented portals, between the years 2000 and 2002.

Cristina Mateo trained as a journalist and holds a Ph.D. in Sociology, from Goldsmiths College, University of London and an Executive MBA specialised in E-business, from IE Business School. She lived in London for 12 years, where she gave university lectures on the topics of the Media in Spain and Spanish contemporary culture. She lectures and writes regularly on the impact of technology in everyday urban living:- https://theconversation.com/are-the-tech-giants-taking-over-as-your-city-leaders-108259
- https://theconversation.com/tiers-lieux-de-quoi-parle-t-on-exactement-113135
- https://elpais.com/elpais/2019/05/07/planeta_futuro/1557237398_070350.html
- https://www.archdaily.mx/mx/919033/estos-6-megaproyectos-estan-transformando-la-movilidaden-nuestras-ciudades
- https://www.ie.edu/insights/infographics/towards-happy-airports/
- https://www.ie.edu/insights/articles/i-hashtag-therefore-i-am/
- https://blogs.elconfidencial.com/economia/ignicion/2020-01-27/tolerancia-educacion-ie_2425792/

- https://es.weforum.org/agenda/2020/05/asi-se-las-ingenian-las-grandes-ciudades-para-disenar-el-mundo-pos-covid-19/

- https://blogs.elconfidencial.com/espana/tribuna/2020-03-25/iniciativas-ciudadanas-salir-aislamiento-coronavirus_2515739/

Professor: **PIA MAZZANTI**

E-mail: pmazzanti@faculty.ie.edu

Pía Mazzanti

Pía Mazzanti trained as an Anthropologist and received a Master's degree in Contemporary Art History and Visual Culture from the U. Complutense de Madrid and a Master's degree in Corporate and Marketing Communications from IE School of Human Sciences and Technology.

From 2015 to 2019 she was an Adjunct Professor at La Universidad de la Sabana, Colombia, teaching courses related to the interconnection between Food Culture, History, Anthropology, and Creative Practices. She was also Advisor for students on International Internships in Europe and Asia.

Besides her academic work, she develops Strategic Communications projects with diverse organizations. Pia has over ten years' experience working in sectors, such as Culture, Education, Human Resources, and Non-Profit in Latin America, Spain, and Canada.

OTHER INFORMATION

The professors will be available outside the class in order to provide feedback and respond to their doubts. To arrange a meeting please contact by e-mail cmateo@faculty.ie.edu or pmazzanti@faculty.ie.edu

Additional Information

Technology in the Classroom – The course requires the regular use of laptops.

If you are using the laptop inappropriately during class, we will give you a warning.

If you get caught a second time, you will be expelled from the classroom and marked as absent for that day. I am very strict about this.

The use of mobile phones will not be permitted under any circumstances during this course.

Attendance – Attendance is mandatory. Missing more than 9 class sessions will result in an automatic fail of the course.

If you are unable to make it to a session, we appreciate an email letting us know, but absences will only be excused for extraordinary circumstances and with valid evidence documenting your absence.

We will ask students who do not come to class prepared to be active and engaged to leave the classroom. These students will be marked as absent. For asynchronous sessions, attendance will be assessed depending on your participation in group discussion forums and/or submission of the deliverables for that session.

We will answer emails sent M-F within 24 hours, but if you write us after 5 pm on Friday (with the exception of a true emergency), we will reserve the right to respond on Monday morning.

Per University Policy

Each student has 4 chances to pass any given course over two consecutive academic years (regular period and July retake period).

Failure to pass students who do not comply with the 70% attendance rule during the semester will lose their 1st and 2nd chance and go directly to the 3rd one (they will need to enroll again in this course next academic year).

Grading for retakes will be subject to the following rules: - Students who failed the subject in the first regular period will have to do a retake in July (except those not complying with attendance rules who are banned from this possibility and must automatically re-enroll the following year).

- Dates and location of the July retakes will be posted in advance and will not be changed under any circumstances. Please take this into consideration when planning your summer. In the event that you decide to skip the opportunity to re-sit for an exam during the re-take period, you will need to enroll in the course again for the following academic year and pay for the corresponding costs.

 - The maximum grade that a student may obtain in the re-take exam is 8 out of 10. - Students in the 3rd call will be required to attend 50% of the classes. If there is a schedule overlap, a different option will be discussed with the professor in order to pass the subject.

- Students failing more than 18 ECTS credits after the June-July re-sits will be asked to leave the program. Students with Special Needs: To request academic accommodations due to a disability, please contact Jessica Tollette via email at: jessica.tollette@ie.edu.

Student Privacy Statement: At times, students may disclose personal information through class discussions. It is expected that all members of the class will respect the privacy of their classmates. This means that the information disclosed in the class will not be repeated or discussed with other students outside of the course.

Decisions about Grades: Decisions about grades are made very carefully and are final at the end of the course.

If you have questions regarding a certain grade or you would like to receive personal feedback, you must request a meeting with me to discuss grades on specific assignments before the last session of the course

Any disputes regarding grades must be resolved before the final session. "Extra credit" or makeup assignments will only be allowed under extenuating circumstances at the sole discretion of the course professor.

ACADEMIC INTEGRITY

Unless you are specifically instructed to work with other students in a group, all of your assignments, papers, projects, presentations, and any work we assign must reflect your own work and thinking.

What is academic integrity? When you do the right thing even though no one is watching. The core values of integrity, both academic and otherwise include honesty, fairness, respect, responsibility, and trust.

Academic Integrity requires that all students within Instituto de Empresa (IE) act in accordance with these values in the conduct of their academic work, and that they follow the rules and regulations concerning the accepted conduct, practices and procedures of academic research and writing.

Academic Integrity violations are defined as Cheating, Plagiarism or other violations of academic ethics.

Cheating and plagiarism are very serious offenses governed by the IE student code of conduct. Any student found cheating or plagiarizing on any assignment or component of this course will at a minimum receive a "0" on the affected assignment.

Moreover, the student will also be referred to the University Judicial System for further action. Additional penalties could include a note on your transcript, failing the class, or expulsion from the university. It is important to note that, while the list below is comprehensive, it should not be considered exhaustive.

Cheating includes:

a. An act or attempt to give, receive, share, or utilize unauthorized information or unauthorized assistance at any time for assignments, papers, projects, presentations, tests or examinations. Students are permitted to mentor and/or assist other students with assignments by providing insight and/or advice. However, students must not allow other students to copy their work, nor will students be permitted to copy the work of other students. Students must acknowledge when they have received assistance from others.

b. Failure to follow rules on assignments, papers, projects, presentations, tests or examinations as provided by the course professor and/or as stipulated by IE.

c. Unauthorized co-operation or collaboration. d. Tampering with official documents, including electronic records.

e. The impersonation of a student on presentations, exercises, tests or an examination. This includes logging onto any electronic course management tool or program (e.g. Black Board, etc.) using someone else's login and password.

Plagiarism includes:

a. Using the work of others and attempting to present it as your own. For example, using phrases or passages from books, articles, newspapers, or the internet and not referencing them properly in your document. This includes using information from others without citing it, misrepresentation of cited work, and misuse of quotation marks.

b. Submitting an assignment or paper that is highly similar to what someone else has written (i.e., minimal changes in wording, or where the sentences are similar, but in a different order).

c. You don't have to commit "word for word" copying to plagiarize – you can also plagiarize if you turn in something that is "thought for thought" the same as someone else. Other violations of academic ethics include:

a. Not acknowledging that your work or any part thereof has been submitted for credit elsewhere.

b. Misleading or false statements regarding work completed.

c. Knowingly aiding or abetting anyone in committing any form of an Academic Integrity violation.