

Academic Year: (2019 / 2020)

Review date: 07-05-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: ALBORNOZ ESPÍÑEIRA, LUIS ALFONSO

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 2

DESCRIPTION OF CONTENTS: PROGRAMME

PART 1:

1. Democracy and Mass Media
2. Information, fiction, and public opinion
3. From propaganda to the rhetoric of transparency
4. Politics in the Internet: participation and control
5. Media and social change

PART 2:

1. Conceptualization and historic evolution of the media in the political arena
2. Media, agenda-setting and public opinion.
3. Types and styles of communication in collective political actors
4. Electoral campaigns
5. Research methods and techniques applied to political communication

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40