# Politics and Comunication

**Academic Year: ( 2021 / 2022 )** **Review date: 16-11-2021**

**Department assigned to the subject: Social Sciences Department**

**Coordinating teacher: SANCHEZ MEDERO, RUBEN**

**Type: Compulsory ECTS Credits : 6.0**

**Year : 3 Semester : 1**

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Political actors
Political behaviour
Electoral analysis

## OBJECTIVES

Analyse the political process based on the theories, processes and agents of political communications.

Gain in-depth knowledge of the functioning and logic of media and communication strategies in political arenas, as well as the relationship between the media and the political institutions.

## DESCRIPTION OF CONTENTS: PROGRAMME

Programme details:

1.- Principles of political communication
2.- Media systems and political systems
3.- Political communication effects
4.- Permanent campaign
5.- Corporate communication
6.- Public opinion research
7.- Lobbying, advocacy, grassroots¿
8.- Electoral campaigns
9.- Digital strategies for political campaign
10.- Media and communication research methods

## LEARNING ACTIVITIES AND METHODOLOGY

The course content is balanced between practical and theoretical contents. During the lectures will be presented, supported by previous readings that students must make the main concepts of the subject.

This course is comprised of twenty eight lectures, two lectures per week. Student work for this course includes two essays, reading of selected materials, practices and class participation.

The students will be assessed by written examinations, class participation and presentations, essays, exercises on assigned readings and workshop cases.

## ASSESSMENT SYSTEM

Final grades will be computed according the following weigths:

Final Exam 60%
Class participation and presentations, essays, exercises on assigned readings and workshop cases 40%

Final Exam must be passed with a minimum of 50% to pass the course.

| | |
|---|---|
| **% end-of-term-examination:** | 60 |
| **% of continuous assessment (assigments, laboratory, practicals…):** | 40 |

## BASIC BIBLIOGRAPHY

- Brants, Kees y Voltmer, Katrin  Political Communication in Postmodern Democracy: Challenging the Primacy of Politics. , Londres: Palgrave Macmillan, 2011
- Canel, María José y Voltmer, Katrin  Comparing Political Communication across Time and Space: New Studies in an Emerging Field, Palgrave Macmillan., 2014
- Erik P. Bucy, R. Lance Holbert Sourcebook for Political Communication Research Methods, Measures, and Analytical Techniques, Routledge, 2013
- Fairclough, Norman  Political Discourse Analysis: A Method for Advanced Students., Londres: Routledge., 2013
- Frank Esser, Thomas Hanitzsch The Handbook of Comparative Communication Research, Routledge, 2013
- Gerstlé, Jacques  La comunicación política, LOM ediciones, 2005
- Hamelink, Cees J.  Global Communication. , Londres: SAGE Publications., 2013
- Semetko, Holli A. y Scammel, Margaret  The SAGE handbook of political communication, Londres: SAGE Publications., 2012
- Sánchez Medero, Rubén  Comunicación política: nuevas dinámicas y ciudadanía permanente. , Madrid: Tecnos., 2016

ADDITIONAL BIBLIOGRAPHY

- Yochai Benkler, Robert Faris & Hal Roberts  Network Propaganda: Manipulation, Disinformation, and Radicalization in American Politics, Oxford University Press, 2018
- Andrew Chadwick Internet Politics: States, Citizens, and New Communication Technologies, Oxford University Press, 2006
- Bernard Grofman, Alexander H. Trechsel, Mark Franklin The Internet and Democracy in Global Perspective Voters, Candidates, Parties, and Social Movements, Springer, 2014
- Bogdan P¿tru¿, Monica P¿tru¿ Social media in politics : case studies on the political power of social media , Springer, 2014
- Dan Schill, Rita Kirk, Amy E. Jasperson Political communication in real time : theoretical and applied research approaches , Routledge, 2017
- Donald Pfaff How the Vertebrate Brain Regulates Behavior. Direct from the Lab, Harvard University Press, 2017
- Elizabeth Anne Bailey Political Participation on Social Media. The Lived Experience of Online Debate, Palgrave, 2021
- Frank Esser, Thomas Hanitzsch Handbook of comparative communication research , Routledge, 2012
- George E. Marcus  Political Psychology: Neuroscience, Genetics, and Politics , Oxford University Press, 2013
- Giovanna Cosenza Semiotica della comunicazione politica, Carocci, 2007
- Julia Schwanholz, Todd S. Graham, Peter-Tobias Stoll Managing Democracy in the Digital Age Internet Regulation, Social Media Use, and Online Civic Engagement, Springer, 2018
- Karin Wahl-Jorgensen  Emotions, Media and Politics, Polity Press, 2019
- Kees Brants, Katrin Voltmer Political Communication in Postmodern Democracy Challenging the Primacy of Politics, Palgrave, 2011
- Kristina Boréus  Migrants and Natives - 'Them' and 'Us' Mainstream and Radical Right Political Rhetoric in Europe, Sage Swifts, 2021
- Maria Korolkova, Timothy Barker Miscommunications: Errors, Mistakes, Media, Bloomsbury, 2021
- Markus Prior  Post-broadcast democracy: How media choice increases inequality in political involvement and polarizes elections, Cambridge University Press, 2007
- Michael Bruter and Sarah Harrison  Inside the Mind of a Voter: A New Approach to Electoral Psychology, Princeton University Press, 2020
- Natalie Jomini Stroud & Shannon McGregor Digital discussions : how big data informs political communication, Routledge, 2018
- Nicholas Baer, Maggie Hennefeld, Laura Horak, Gunnar Iversen  Unwatchable, Rutgers University Press, 2019
- Ofer Feldman, Sonja Zmerli The Psychology of Political Communicators How Politicians, Culture, and the Media Construct and Shape Public Discourse, Routledge, 2018
- Paolo Gerbaudo The digital party : political organisation and online democracy, Pluto Press, 2018
- Peter Dahlgren Media and Political Engagement. Citizens, Communication and Democracy, Cambridge University Press, 2009
- Richard M. Perloff The dynamics of political communication: Media and politics in a digital age, Routledge, 2014
- Roger Eatwell & Matthew Goodwin National Populism. The Revolt Against Liberal Democracy., Pelican Books, 2018
- Thomas Meyer Media Democracy: How the Media Colonize Politics, 2002, Blackwell Publishing