

Academic Year: (2023 / 2024)

Review date: 30-01-2023

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: SEOANE PEREZ, FRANCISCO

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

The course has no specific prerequisites.

OBJECTIVES

- To know the role of the media in contemporary liberal democracies.
- To know the actors who intervene in the process of political communication: governments, political parties, journalists, interest groups and social movements.
- To know the main theories on the social influence of the media.
- To know how to run an electoral campaign (interviews, debates, polls, ads, etc.)

DESCRIPTION OF CONTENTS: PROGRAMME

- 1.- Introduction to political communication
- 2.- Communication and community
- 3.- The public sphere
- 4.- Journalism and liberal democracy
- 5.- Propaganda
- 6.- Voting
- 7.- Parties and candidates
- 8.- Journalists as political actors
- 9.- Interest groups and social movements
- 10.- The impact of the internet on political participation and news media consumption

ASSESSMENT SYSTEM

The final grade for this course will be result of the sum of the following items:

- Class participation (10%).- In most practical training sessions, you will be completing small class assignments.
- Campaign memorandum (20%).- To be written in group or individually, this document will be a memory of your experience preparing the political campaign.
- Political ad (20%).- To be produced in groups and be uploaded on Youtube (though you may decide not to make it public).
- Print nationalism essay (20%).- An individual essay to prove or disprove McLuhan's insight that print technology was key to the expansion of nationalism.
- Final exam (30%).- An online-based quiz exam with 20 questions, to be completed in 20 minutes if taken online, within one hour if taken on-site. Wrong answers are not penalized more than blanks, so if unsure of which is the correct answer, try to guess.

% end-of-term-examination: 30

% of continuous assessment (assignments, laboratory, practicals...): 70

BASIC BIBLIOGRAPHY

- Richard M. Perloff The dynamics of political communication: Media and politics in a digital age, Routledge, 2018