

Academic Year: (2024 / 2025)

Review date: 16-04-2024

Department assigned to the subject: Social Sciences Department

Coordinating teacher: SANCHEZ MEDERO, RUBEN

Type: Compulsory ECTS Credits : 6.0

Year : 5 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Political actors
Political behaviour
Electoral analysis

OBJECTIVES

From a political science perspective, the analysis focuses on the political communication ecosystem and the effects of the dynamics that occur within this space. Special attention is paid to the role played by various political actors, the interactions among them, and mainly, the impact these have on citizen. Additionally, the effects of the current model of political communication on the political process and the quality of democratic systems are examined, including phenomena such as misinformation, information processing, hate speech, or emotional responses to political stimuli.

DESCRIPTION OF CONTENTS: PROGRAMME

Programme details:

1. Political communication ecosystem
2. Sources of political information and knowledge
3. Impact of political communication on political behavior
4. Emotional stimuli and rational responses
5. Construction of political reality: public opinion and political language
6. Permanent campaign: legitimacy and approval of government action

LEARNING ACTIVITIES AND METHODOLOGY

Master Classes

During the master classes, the main concepts of the subject will be presented, supported by previous readings that students must complete. Likewise, throughout these sessions, and to the extent possible, various group practices and dynamics may be carried out to reinforce the content covered.

At the beginning of the semester, students will be provided with a detailed list of readings that they must complete before each topic.

Continuous Assessment. Practical Classes.

ASSESSMENT SYSTEM

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

The exam will consist of an objective test in which the student must demonstrate the learning of the main concepts of the subject, as well as their correct handling.

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

Continuous assessment will involve monitoring the work done by the student throughout the semester, both in the master classes and in the small groups. The main contribution to the grade will be the assignments that students must submit and that will be planned at the beginning of the semester.

The distribution of the final grade will be as follows:

- Practical Cases and Communication Plan: 40%
- Multiple-choice exam: 60%

Passing the final exam is necessary to pass the subject.

BASIC BIBLIOGRAPHY

- Corina Lacatus, Gustav Meibauer, Georg Löffmann Political Communication and Performative Leadership: Populism in International Politics, Palgrave Macmillan , 2023
- Berta García-Orosa Digital Political Communication Strategies Multidisciplinary Reflections, Palgrave Macmillan Cham, 2022
- Brants, Kees y Voltmer, Katrin Political Communication in Postmodern Democracy: Challenging the Primacy of Politics. , Londres: Palgrave Macmillan, 2011
- 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
- Hamelink, Cees J. Global Communication. , Londres: SAGE Publications., 2013
- Paul Rowinski Post-Truth, Post-Press, Post-Europe Euroscepticism and the Crisis of Political Communication, Palgrave Macmillan Cham, 2021
- Semetko, Holli A. y Scammell, Margaret The SAGE handbook of political communication, Londres: SAGE Publications., 2012

ADDITIONAL BIBLIOGRAPHY

- Edward L. Bernays Public Relations, University of Oklahoma Press, 1977
- 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 Pîtruț, Monica Pîtruț 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

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- Donald L. Conover Political Psychology: New Ideas for Activists, Words Matter, 2015
- 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
- Jan-Willem van Prooijen The Psychology of Political Polarization , Routledge, 2021
- 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

- Roger Eatwell & Matthew Goodwin National Populism. The Revolt Against Liberal Democracy., Pelican Books, 2018
- Stephanie Dornschneider Hot contention, cool abstention : positive emotions and protest behavior during the Arab Spring, Oxford University Press, 2021
- Stuart Soroka and Yanna Krupnikov The Increasing Viability of Good News, Cambridge University Press, 2021
- Thomas Meyer Media Democracy: How the Media Colonize Politics, 2002, Blackwell Publishing