

Politics and the Media Syllabus 2023/24

Instructor

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Office Location

Ortega y Gasset Bld.,
Room 17.2.06

Office Hours

Wed, 10:30-12:30h.

Course Overview

This is a course on the theory and practice of the role of the media in politics. The theory lectures will begin with normative theories on what a functional public sphere may look like, moving on to the analysis of the public communication of political actors in a liberal democracy: politicians, journalists and activists. In parallel, on the practical training sessions you will learn the basics of political campaigning, preparing a debate among candidates and shooting and editing a political ad.

The class convenes on Wednesday afternoons between 2:30pm and 5:45pm, with a 15-minute break at 4pm. Such break marks the division between the theory lecture delivered by the instructor and the practical training workshop in which you will be preparing a political campaign for the European Parliament elections of 2024.

As you can read on the Grading Policy section below, the final exam is worth 30% of your final grade, whereas various practical assignments will be worth 70%.

Required Texts

There are no required texts for this course. You will find the sources for each lecture in the final slide of the Powerpoint files that you may download from our Aula Global course page. However, if you are looking for a textbook, I would recommend these two, one in English (for the American context), another in Spanish (for the Spanish context):

- *The dynamics of political communication: Media and politics in a digital age*, by Richard M. Perloff (Routledge, 2018, 2nd Ed.).
- *Comunicación política: una guía para su estudio y práctica*, by María José Canel (Tecnos, 2006, 2nd Ed.).

For the essay comparing European and Indian elections (see Aula Global for details) you will have to conduct your own literature review, which should include books and journal articles.

Key Dates

There are two main graded assignments and one book essay before the final exam:

- Campaign memorandum: May 14, 2024
- Political ad: April 30, 2024
- EU-Indian elections essay: May 7, 2024

- Final Exam: May 22, 2024

Course Schedule

Week	Lecture (Wed, 14:30-16:00h.)	Classwork (Wed, 16:15-17:45h.)
Week 1 (Jan 31, 2024)	Introduction to political communication	The massless media
Week 2 (Feb 7, 2024)	Communication and community	Running electoral campaigns
Week 3 (Feb 14, 2024)	The public sphere	Persuasive speeches
Week 4 (Feb 21, 2024)	Journalism and liberal democracy	Interviews and campaign debates
Week 5 (Feb 28, 2024)	Propaganda	Political advertising
Week 6 (Mar 6, 2024)	Voting	Debate preparation in groups
Week 7 (Mar 13, 2024)	Parties and candidates	Debate preparation in groups
Week 8 (Mar 20, 2024)	Political advisors and consultants	Debate rehearsal: foreign policy
Week 9 (Apr 3, 2024)	Interest groups	Debate rehearsal: immigration
Week 10 (Apr 10, 2024)	Social movements	Debate rehearsal: climate/energy
Week 11 (Apr 17, 2024)	The impact of the Internet	Debate rehearsal: employment
Week 12 (Apr 24, 2024)	EU elections debate simulation	Live Debate (Room 14.0.11)
Week 13 (May 8, 2024)	Political ads festival	EU-Indian elections comments

Homework Schedule

Due date	Assignment	Length in words/minutes
May 14, 2024	Campaign memorandum	1,500-3,000
April 30, 2024	Political ad	1 minute
May 7, 2024	EU-Indian elections essay	3,000-5,000

Grading Policy

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 in-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).
- **EU-Indian elections essay (20%).**- An individual essay to reflect on the similarities and differences between the European and Indian elections.
- **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. International students needing an early examination should contact the instructor to negotiate an early date for their exam.