

Politics and the Media Syllabus 2022/23

Instructor

Francisco Seoane Pérez

Phone

Ext. 8553

Skype: fseoan2

Email

francisco.seoane@uc3m.es

Office Location

Ortega y Gasset Bld.,
Room 17.2.06

Office Hours

Mon, 16:00-17:30h.

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 Monday mornings between 10:45am and 2pm, with a 15-minute break at 12:15pm. 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 Madrid regional elections of 2023.

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 print nationalism essay (see Aula Global for details) you will have to conduct your own literature review, which may include books and journal articles.

Key Dates

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

- Campaign memorandum: April 24, 2023
- Political ad: May 8, 2023
- Print nationalism essay: May 12, 2023
- Final Exam: May 22, 2023

Course Schedule

Week	Lecture (Mon, 10:45-12:15h.)	Classwork (Mon, 12:30-14:00h.)
Week 1 (Jan 30, 2023)	Introduction to political communication	The massless media
Week 2 (Feb 6, 2023)	Communication and community	Running electoral campaigns
Week 3 (Feb 13, 2023)	The public sphere	Persuasive speeches
Week 4 (Feb 20, 2023)	Journalism and liberal democracy	Interviews and campaign debates
Week 5 (Feb 27, 2023)	Propaganda	Political advertising
Week 6 (Mar 6, 2023)	Voting	Public opinion polls
Week 7 (Mar 13, 2023)	Parties and candidates	Campaign issues: healthcare
Week 8 (Mar 27, 2023)	Journalists as political actors	Campaign issues: housing
Week 9 (Apr 17, 2023)	Interest groups and social movements	Campaign issues: climate
Week 10 (Apr 24, 2023)	The impact of the Internet	Candidates debate
Week 11 (May 8, 2023)	Political ads festival	Political ads festival

Homework Schedule

Due date	Assignment	Length in words/minutes
April 24, 2023	Campaign memorandum	1,500-3,000
May 8, 2023	Political ad	1 minute
May 12, 2023	Print nationalism essay	1,500-3,000

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 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.