

**COURSE DATA****Data Subject**

Code	44892
Name	Circulación y recepción del mensaje político
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2024 - 2025

Study (s)

Degree	Center	Acad. Period	year
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Faculty of Philology, Translation and Communication	1	First term

Subject-matter

Degree	Subject-matter	Character
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	3 - Circulación y recepción del mensaje político	Obligatory

Coordination

Name	Department
LOPEZ GARCIA, GUILLERMO	340 - Language Theory and Communication Sciences

SUMMARY

English version is not available

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**

There are no specified enrollment restrictions with other subjects of the curriculum.



Other requirements

2239 - Master's Degree in New Journalism, Political Communication and Knowledge So

- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Show sensitivity for work carried out with rigor, commitment and emphasis, by using inclusive, non-sexist and non-discriminatory language.
- Identify, analyse and integrate the diversity of positions and interests of the actors involved in the communicative relations analysed, including the position and interests of the person carrying out the sociocommunicative research.
- Develop the capacity to adapt to possible organisational, time or availability limitations of material and/or personal resources in the field of intergroup and mass communication.
- Respect and promote fundamental rights, equal opportunities and non-discrimination on the grounds of economic status, ethnic origin, sexual orientation or beliefs.
- Respect and promote the principles of equality between men and women, universal accessibility for people with functional diversity, democratic values, the culture of peace and sustainability.
- Know the difference between informational communication and persuasive communication, both within organisations and in the relationship between organisations, society and their political communities.
- Ser capaz de vincular las tradiciones informativas y las tradiciones políticas en las democracias contemporáneas, pero también en sistemas políticos de otra naturaleza, para definir los campos de la opinión pública, la acción comunicativa o la acción social.
- Be able to define a transversal and multidisciplinary conceptual framework with the aim of determining the interconnections between society, politics and the media.
- Be able to conceptualise and analyse the relationship between social action, social movements and public information.
- Be able to carry out theoretical work in the specific field of communication and journalism.
- Ser capaz de realizar trabajos prácticos, adaptados a entornos comunicacionales reales, con especificidad en los campos de la comunicación política y/o de las nuevas especializaciones periodísticas, aplicando los conocimientos, las capacidades y las habilidades adquiridas.



English version is not available

DESCRIPTION OF CONTENTS

1. Contemporary Media Systems

The circulation and reception of the political message do not occur in a homogeneous way in contemporary societies. They depend on various variables and the characterization of media systems is intended to understand and weigh them. We start from the characterization models of the media systems made by Siebert, Peterson and Schramm (Four Theories of the Press) and by Hallin and Mancini (Comparing Media Systems. Three Models of Media and Politics) to then look at phenomena of corruption and political scandals, to observe how they work under differentiated communication systems, as well as in the role assigned to communication in development policies.

2.

- Communication theories applied to the analysis of political messages.
- Mediatization and discursive polarization: transmitters and sources.
- The circulation of the political message in the written and audiovisual media.
- The circulation of the political message on the Internet and new media.
- The spaces of the political message: information, entertainment and fiction.

3. Mediatization and discursive polarization: transmitters and sources

In these two sessions we will analyze the logic of the circulation of political messages in a context that can be read from two apparently antagonistic visions: on the one hand, that of mediatization, or the preeminence of the media in determining the form and substance of political messages. On the other hand, the fragmentation and condensation of messages derived from the changes in the communicative ecosystem caused by the digitalization process, which have given rise to new political and social actors emancipated, apparently, from the aforementioned mediatization process.

4. The circulation of the political message in the written and audiovisual media.

These two sessions will address how the written and audiovisual media have channeled political discourse in its various formats, and how it has been modulated depending on the medium in which it is transmitted and the political objectives. We will also insist on how the audience receives these messages and how it reacts to them.

**5. The circulation of the political message on the Internet and new media**

The emergence of blogs in the early 21st century marks the beginning of a profound transformation of the circulation of the political message. In just over 15 years, the progressive displacement of former audiences to the network has forced politicians and parties to establish a defined communication strategy in the digital sphere. In this content, we will know the keys that currently define political communication on the Internet: the role of digital media, the role of social networks, political advertising on the net, fake news, decontextualization of the message and others.

6. The spaces of the political message: information, opinion, entertainment and fiction.

The objective of these two sessions is to delve into how the political message moves through the different communicative genres, firstly in the more classic ones, such as information and opinion, but increasingly moving to other less usual genres, such as entertainment and fiction, thus penetrating into audience targets that are not habitual consumers of this type of discourse.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	37,50	100
Attendance at events and external activities	5,00	0
Development of group work	20,00	0
Development of individual work	20,00	0
Study and independent work	20,00	0
Readings supplementary material	20,00	0
Preparation of evaluation activities	10,00	0
Preparing lectures	5,00	0
Preparation of practical classes and problem	7,50	0
Resolution of case studies	5,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

- Master lessons.
- Problem resolution.
- Study of individual cases.
- Oral presentations of materials by students.



- Debates and reflections on the subject matter.
- Reading, synthesis and critical analysis of written and audiovisual texts.
- Assistance and active participation in workshops, seminars and conferences.
- Individual and group tutorials.

EVALUATION

This subject evaluation system of this module will be carried out in accordance with the following parameters:

- a. Test type exam on the subject: 50%
- b. Individual essay based on a series of proposed readings: 50%

The student's participation in the seminars and workshops that will be proposed in the classroom will be valued positively, as well as the participation and involvement of the student in class. To pass the module, each of the proposed works must be approved with a minimum of 5 points of 10, both in the exam and in the essay.

ATTENTION: Work, exams or any other activity that students prepare for their teaching assessment must be original, without plagiarism or improper use of artificial intelligence. The detection of plagiarism, as a serious offence, will result in the immediate suspension of the respective call of the course. Copying or facilitating the copying of work between students on the degree course, irregularly accessing or appropriating the content of a test or exam in advance, facilitating or procuring the appropriation, alteration or destruction of the content or results of an assessable activity and impersonation in exams will also be considered serious misconduct, and will therefore lead to immediate suspension from the exam session. When the serious misconduct mentioned in this point is detected, the lecturer must inform the degree coordination office.

ATTENTION: Intellectual honesty is vital to an academic community and for the fair evaluation of the student's work. All work submitted in this course must be originally authored by every student. No student shall engage in unauthorized collaboration or make use of ChatGPT or other AI composition software.

**REFERENCES****Basic**

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- DADAMO, O.; GARCÍA BEAUDEUX, V.; y FREIDENBERG, F. (2007). Establecimiento de la agenda, priming y framing. En *Medios de comunicación y opinión pública*. McGraw-Hill: Madrid, pp. 121-141.
- HALLIN, Daniel C. y MANCINI, Paolo (2008). *Sistemas mediáticos comparados. Tres modelos de relación entre los medios de comunicación y la política*. Barcelona. Editorial Hacer.
- KLINGER, U. y SVENSSON, J. (2015). The emergence of network media logic in political communication: A theoretical approach. En *New Media & Society*, Vol. 17(8), pp. 1241-1257. DOI: 10.1177/1461444814522952
- SIEBERT, Fred, PETERSON, Theodore y SCHRAM, Wilbur (1954): *Four Theories of the Press*. Urbana. University of Illinois Press, 1954).
- PYE, Lucian W. (comp.) (1969): *Evolución política y comunicación de masas*. Buenos Aires. Troquel.
- THOMPSON, John B. (2001): *El escándalo político. Poder y visibilidad en la era de los medios de comunicación*. Barcelona. Paidós.
- LAPORTA, Francisco y ÁLVAREZ, Silvina (eds.) (1997): *La corrupción política*. Madrid. Alianza Editorial.
- JIMÉNEZ, Fernando (1995): *Detrás del escándalo político. Opinión pública, dinero y poder en la España del siglo XX*. Barcelona. Tusquets.

Additional

- LÓPEZ GARCÍA, G.; GAMIR RÍOS, J. y VALERA ORDAZ, L. (2018). *Comunicación política*. Madrid: Síntesis.
- MAZZOLENI, G. (2010). *La comunicación política*. Madrid: Alianza.
- McCOMBS, M. (2006). Estableciendo la agenda: el impacto de los medios en la opinión pública y en el conocimiento. Barcelona: Paidós.
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- SÁNCHEZ-VILLAR, J.M. (2019). Los blogs como herramientas sociales de comunicación política: periodismo ciudadano y opinión pública 2.0. En *Communication & Society*, Vol. 32(1), pp. 39-55. DOI: 10.15581/003.32.1.39-55
- SMOLAK-LOZANO, E. y CASTILLO-ESPARCIA, A. (2018). Comunicación política y los think tanks. Estrategias de comunicación en las redes sociales. En *Communication Papers: Media Literacy & Gender Studies*, Vol. 7(15), pp. 59-73.
- VALERA ORDAZ, L. (2015). La influencia de los partidos políticos españoles en las agendas de medios y blogs durante la campaña electoral de 2011, en *Communication & Society* 28(3), 115-135.
- KOSICKI, G. (1993). Problems and Opportunities in AgendaSetting Research, en *Journal of Communication* 43(2), pp. 100-127.
- MUÑOZ ALONSO, A. y ROSPIR, J.I. (ed.) (1997). *Comunicación política*. Madrid: Crítica.
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