

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

Code	33434
Name	Audiovisual communication and political discourse
Cycle	Grade
ECTS Credits	4.5
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	3	First term

Subject-matter

Degree	Subject-matter	Character
1301 - Degree in Audiovisual Communication	16 - Compl. training optional in year 3	Optional

Coordination

Name	Department
GAVALDA ROCA, JOSE VICENTE	340 - Language Theory and Communication Sciences

SUMMARY

Analysis of models of representation of political discourse within the framework of the transformation of the public space model of modern democracy

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

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



Other requirements

No existen restricciones de matrícula relacionadas con otras asignaturas del plan de estudios.

OUTCOMES

1301 - Degree in Audiovisual Communication

- Knowledge of communication as a process and the different elements that comprise it. The ability to assimilate knowledge of the specificity of discourse, as well as the representation methods proper to the different technological and audiovisual media. Familiarity with the different theories, methods and problems involved in audiovisual communication and its different languages.
- Students must be able to deepen their acquired knowledge and to develop and apply these skills in the various fields of audiovisual communication.

LEARNING OUTCOMES

The objectives, and therefore the results, that are to be achieved with the development of this subject, as specified in the summary and will be evident in the contents, are of a theoretical and practical nature. The student must acquire adequate competence with respect to the conceptual foundation of the subject and the production processes of political discourse.

DESCRIPTION OF CONTENTS

1. Communication and politics: the constitution of the democratic state

Analysis of the relationships between communication and politics in history: the modalities of semiotic representation of political discourse. The concepts of "publicity" and "public opinion": the democratic public space. The political discourse of democracy: networks and telecommunication

2. The new model of relations between communication and politics: the twentieth century and communication in times

The public communication model of the First World War: European propaganda and American propaganda. The period between the wars and the birth of advertising and demoscopic strategies for the production of political discourse. The Second World War and the strategies of State communication: propaganda and the modern media system

**3. The relations between communication and politics and the birth of television: the constitution of the "new public space"**

The structure of political communication. Political speech and publicity: the "permanent campaign". "Media democracy": mediation and mediatization

4.**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Development of group work	30,00	0
Readings supplementary material	20,00	0
Preparation of evaluation activities	17,00	0
TOTAL	112,00	

TEACHING METHODOLOGY

Theoretical classes:

The structure of the theoretical classes will include: an introduction of the topic and a brief exposition of the most relevant questions by the teacher and a more specific study of the subject based on the presentations and discussions of the material offered and previously presented by the professor.

Practical classes:

The practical classes will revolve basically around the analysis of written and audiovisual texts according to the keys and guidelines set by the teacher.

Other activities:

Reading and presentation of theoretical texts by relevant authors in the field of the history of media communication.

Assistance to conferences organized by those responsible for the specialty.



EVALUATION

Written exam on the contents of theoretical and practical classes: 50%

Written exam on the contents of the documentation collected in the virtual classroom and the bibliography specifically marked by the teacher: 25%

Works prepared according to the guidelines established by the teacher: 25%

REFERENCES

Basic

- P. Bourdieu. La opinión pública no existe. Los sondeos, artefactos políticos de simulación [https://sociologiac.net/biblio/Bourdieu_OPE.pdf]
- F. Bouza. Una reflexión metodológica sobre la investigación en Comunicación. <https://www.teelos.es/revista/TELOS/2019/2019-01-02/Una-reflexion-metodologica-sobre-la-investigacion-en-comunicacion>
- Giles Gauthier, André Gosselin y Jean Mouchon (comps.). Comunicación y política. Barcelona. Gedisa, 1998.
- J-M. Ferry y D. Wolton. El nuevo espacio público, Barcelona, Gedisa. , 1992.
- J. Gavalda. Referencia y performatividad en el discurso publicitario: las reglas del flujo televisivo, en N. Girona y M. Asensi (eds). Tropos del cuerpo, Valencia, Quaderns de Filologia, 2004
- Hibridación discursiva y programación televisiva: infoshow y docuficción. AA. VV. (coords.). El documental en el entorno digital. Barcelona. UOC, 2013
- La política de comunicación de la crisis, en M. Francés y J. Gavalda (coord), La televisión de la crisis ante el abismo digital, Barcelona, Gedisa, 2014.
- La calidad democrática y la regulación audiovisual, en A. Boix y J. M. Vidal (coord), La nueva regulación del audiovisual: medios, derechos y libertades, Cizur: Aranzadi, 2014.
- Los profesionales del contacto, en N. Pellisser y J. Oleaque (coord), Mutaciones discursivas en el siglo XXI. La política en los medios y en las redes, Valencia, Tirant lo Blanch, 2019.
- J. Habermas. Historia y crítica de la opinión pública. La transformación estructural de la vida pública. Barcelona. G. Gili, 1994.
- Teoría de la acción comunicativa, I-II. Madrid. Taurus, 1999.
- J-L. Labarriere y Ch. Lazzeri. Teoría política y comunicación, Barcelona, Gedisa, 1992.
- Ph. J. Maarek. Marketing político y comunicación. Claves para una buena información política. Barcelona. Paidós, 1997.
- L. Martín Salgado. Marketing político. Arte y ciencia de la persuasión en democracia. Barcelona. Paidós, 2002.



- A. Mattelart. La comunicación-mundo. Historia de las ideas y de las estrategias. Madrid. Fundesco, 1993.
- G. Mazzoleni. La comunicación política. Madrid. Alianza, 2010.
- S. Rodotà. Tecnopólitica. La democracia y las nuevas tecnologías de la comunicación. Buenos Aires. Losada, 2000.

Additional

- J. M. Bernardo, J. Gavalda y N. Pellicer. Justicia y representación mediática. Madrid. Biblioteca Nueva, 2001.
- M. Castellls. Comunicación y poder. Madrid, Alianza, 2009.
- J. Luis Dader. La adolescente investigación en comunicación política: estructura del campo y tendencias prometedoras. Madrid. Tecnos: 2008.
- R. Debray. El estado seductor, Buenos Aires, Manantial, 1993.
- Vida y muerte de la imagen. Historia de la mirada en Occidente. Barcelona. Paidós, 1994.
- Josep Gavalda Roca. La telepolítica y sus récords. València, Episteme, 1994.
- Medioptrías y sondeoscopios. Spots y encuestas electorales, o de las campañas y sus efectos. València, Episteme, 1996.
- La memoria del serialismo mediático, Abalorio, 29-30, 2001.
- Las estrategias narrativas y la «historia del presente». AA. VV. Narrativa i Història. Universitat de València. València: 2002.
- 2015. Hollywood. How we advertised America, en C. Manuel e I. Ramos (eds), Letras desde la trinchera, Valencia, Universitat de València, 2015.
- J. Gavalda y D. Mollá. Fighting with films [<http://journal.eticaycine.org/Fighting-with-films>]
- J. Gavalda y N. Pellisser . Las comisiones parlamentarias de investigación: El accidente de la Línea 1, Valencia, Tirant lo Blanch. 2019.
- V. Latorre. Función jurisdiccional y juicios paralelos. Madrid. Civitas: 2002.
- P. Lévy, P. Ciberdemocracia. Ensayo sobre filosofía política. Barcelona, UOC: 2004. E. Linde, S. Medina y J. M. Vidal. Derecho audiovisual. Madrid. Colex: 2013.
- G. López, J. Gamir y L. Valera. Comunicación política: teorías y enfoques. Madrid: Editorial Síntesis, 2018.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council



HYBRID LEARNING MODE (BLENDED)

1. Contents

[text]

2. Workload and teaching schedule

[text]

3. Methodology

[text]

4. Assessment

[text]

5. Bibliography

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