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COURSE DATA

Data Subject

Code	36600
Name	Audiovisual communication and political discourse
Cycle	Grade
ECTS Credits	4.5
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	4	First term

Subject-matter

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	11 - Complementos formativos de carácter optativo	Optional

Coordination

Name	Department
GAMIR RIOS, JOSE VICENTE	340 - Language Theory and Communication Sciences

SUMMARY

The course studies from a theoretical-analytical perspective the evolution and current state of political communication, with special attention to the planning, creation, dissemination and circulation of its discourses in the audiovisual media and new media.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

No prior knowledge is required.

OUTCOMES

1333 - Degree in Audiovisual Communication

- Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

- Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.

- Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.

- Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).

- Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.

- Students should have an understanding of the different languages, codes and modes of representation used in the different technological and audiovisual mediums such as photography, cinema, radio, television, electronic image and video, internet etc., through their own individual industries and aesthetics, as well as through the evolution of their social and cultural relevance through time. This should generate the ability to analyse stories and audiovisual works, considering the iconic messages of the texts as products of the social, political and cultural conditions in which they were produced.

LEARNING OUTCOMES

The course aims to achieve the following learning results of the Degree in Audiovisual Communication applied to the field of political communication:

- Know the codes and modes of representation of audiovisual communication.

- Identify the social, cultural and historical relevance of the aesthetic proposals of the audiovisual industries.

- Carry out analysis of stories and audiovisual works.

- Develop a creative or research work.

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- Analyze the relevance of the creativity of images.

- Adequately present the results of the research orally or by audiovisual or computer resources.

- Identify the organizational structures in the field of visual and sound communication.

Know the interrelation between the subjects of audiovisual communication: authors, institutions, companies, media, supports and receivers.

DESCRIPTION OF CONTENTS

1. Politics, public opinion and political communication

1. Politics: concept and voting motivations
2. Public opinion: conceptions, models of formation, actors and manifestations
3. Political communication: concept, actors and flows
4. Propaganda: concept and classic techniques

2. Political communication in the traditional media system

1. The traditional media system
2. Effects of the traditional media on public opinion
3. The ages of traditional political communication
4. The relationship between the political system and the communicative system

3. Politainment: political infotainment

1. Infotainment and politainment: concept and first formats
2. Typology of current politainment formats
3. Political talk shows
4. Interviews
5. Characteristics of politainment
6. Politainment effects

4. Mediatization and emotionalization of politics

1. The mediatization of politics
2. The transposition of television logic to political discourse
3. Political and communicative effects of mediatization
4. The emotionalization of politics

5. Electoral campaigns in the traditional media system

1. Electoral marketing, political marketing, social marketing
2. Political campaigns: concept, functions and phases
3. Phase 1: analysis of the context and electorate research
4. Phase 2: objectives, strategies and axes-issues-messages
5. Phase 3: dissemination tools and communication channels

6. Rhetoric and political persuasion

1. The composition of the discourse
2. Discourse structure
3. Argumentation
4. Rhetorical resources
5. Characteristics of the persuasive message

7. Audiovisual electoral communication

1. TV news during an electoral campaign
2. Electoral debates on television
3. The tradicional political spot
4. The new political spot

8. Political communication in the hybrid media system

1. The hybrid media system
2. Effects of new media on public opinion
3. The fourth age of political communication
4. The new relationship between the political system and the communicative system

9. Electoral campaigns in the hybrid media system

1. Evolution of online campaigns
2. Potential contributions of the Internet to political communication
3. Political communication by email
4. Political communication on websites
5. Political communication on social media: Facebook, Twitter, Instagram , TikTok, Youtube and Twitch

10. Multimodal political disinformation in the hybrid media system

1. The age of infoxication: ideological polarization, political populism and disinformation
2. Producers of disinformation
3. Cheapfakes Vs. deepfakes
4. Ideological factors of creation, dissemination and assimilation of disinformation

11. Digital activism and the battle for hegemony

1. The concept of hegemony and the new media as a space of ideological battle
2. Strategies of digital activism
3. The Alternative Influence Network: Intellectual Dark Web, Alt-lite and Alt-right
4. The manosphere

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Attendance at events and external activities	5,00	0
Development of group work	20,00	0
Study and independent work	20,00	0
Readings supplementary material	10,00	0
Preparation of practical classes and problem	12,00	0
TOTAL	112,00	

TEACHING METHODOLOGY

The face-to-face teaching will be developed through one class per week of three hours of duration that will combine the following methodologies:

1.   Expository session of the subject's curriculum by the professor.

2.   Study and analysis by the students of cases presented by the professor.

3.   Debates among students on current issues related to the content of the subject, selected by the professor or by consensus with the students.

4.   Group work with exhibition in the classroom.

Usually, the sessions will be divided into two parts: the first part will consist of a presentation of the subject of the session by the professor; the second part will be devoted to the analysis of a case or the discussion of current issues. Depending on the number of people enrolled, participation in the case analyses and debates will be carried out individually or through group spokespersons; in this case, the composition of the groups will remain stable throughout the course. The last classes of the course will be dedicated to the presentation of the work carried out in groups.

The non face-to-face work will be developed through the reading of reference texts proposed by the faculty; the preparation of debates and case analysis; the autonomous study of the syllabus of the subject; and the realization in group of a tutored work that analyzes some aspect of political communication.

EVALUATION

The evaluation in the first call will consist of three blocks:

1. Examination of the theoretical content of the course (40%).

2. Elaboration and presentation of a group work (40%).

3. Participation in the class dynamics, through debates and case analysis (20%).

The evaluation in the second call will maintain, if that is the case, the grades obtained in the blocks passed in the first call. The evaluation of the blocks failed or not presented will be carried out in the following way:

1. Examination of the theoretical content of the subject: 40%, in case of having failed or not presented the exam of the first call; 60%, in case of having also failed the class participation.

2. Elaboration and presentation of a work (40%). In group, in case of having failed it in the first call; or individual, in case of not having presented it.

Observations:

- It is necessary to pass the exam and the work to pass the course.

- The papers must apply the APA7 norms in citations and references.

- The presence of spelling mistakes in the exam and the work will be penalized at the rate of -0.5 points out of 10 for each spelling mistake and -0.25 points out of 10 for each lack of graphic accentuation.

The inclusion in the work of material elaborated by third parties without citing its source will result in failure with a numerical grade of 0, regardless of whether it is a textual reproduction or a continuous paraphrase.

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