VNIVERSITAT ĠŌ ID VALÈNCIA

COURSE DATA

Data Subject	
Code	36600
Name	Audiovisual communication and political discourse
Cycle	Grade
ECTS Credits	4.5
Academic year	2023 - 2024

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

Analysis of the models of representation of political discourse in the context of the transformation of the public space model of modern democracy. Study of the relationship between communication and politics in history. Telecommunication, e-communication and networks in the 21st century.

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.

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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 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.

- 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
2. The concept of public opinion
3. The classical model of public opinion and its criticisms
4. Contemporary conceptions of public opinion
5. Elements, agents, and expressions of public opinion
6. Political communication: concept, systems, and flows

2. Rhetoric, propaganda and persuasion

1. Exercise and rhetorical analysis of political speeches: inventio, dispositio, elocutio, memoria and actio
2. Propaganda: concept and principles
3. Persuasion and the characteristics of the persuasive message

3. The traditional media system and its effects on public opinion

1. Mass communication and the traditional media system
2. Media effects on public opinion (1): theories of direct impact
3. Media effects on public opinion (2): limited effects paradigm
4. Media effects on public opinion (3): cognitive effects paradigm
5. The mediatization of politics: concept, media effects, political effects

4. Political communication and campaigning in the traditional media system

1. Traditional political communication: first age, second age, and third age
2. Political marketing and campaigns: concept, functions, needs, and phases
3. Phase 1: analysis and research
4. Phase 2: strategy and message
5. Phase 3: dissemination and communication

5. Audiovisual political communication in the traditional media system

1. The spot: concept, functions and types
2. Televised debates
3. TV politainment: concept, formats and effects

6. The hybrid media system and its effects on public opinion

1. Mass self-communication and the hybrid media system
2. The algorithmic functioning of the new media
3. The effects of the new media on public opinion

7. Political communication and campaigning in the hybrid media system

1. Political communication on the Internet: the fourth age of political communication
2. Evolution of political campaigns on the Internet
3. Potential contributions of the Internet to political communication
4. Political communication by e-mail, on websites and blogs
5. Political communication in social networks: Facebook, Twitter and Instagram
6. The new audiovisual political communication: current formats and platforms (Youtube, TikTok and Twitch)

8. Political disinformation

1. The post-truth era: polarization, populism and disinformation
2. The strategies of digital activism
3. Factors of creation, dissemination and assimilation of disinformation
4. The production of disinformation: agents and motivations
5. The alternative influence network and the manosphere
6. Disinformation channels on Telegram

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Development of group work	32,00	0
Study and independent work	35,00	0
TOTAL	**112,00**	

TEACHING METHODOLOGY

FACE-TO-FACE TEACHING

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

- Lecture.

- Study and analysis of cases.

- Classroom exposition and group work.

- Discussions and seminars.

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, who will have to upload a record of the activity to the virtual classroom before the end of the session; if they do not have a computer, they can hand it in on paper.

The use of technological devices in the classroom by students, such as smartphones, tablets, or laptops, is only allowed in accordance with the teacher's instructions. In general, it will not be allowed during the lecture sessions and it will be allowed during the case analysis sessions.

The last session of the course will be dedicated to the presentation of the work done in groups throughout the course on some aspect of political communication agreed with the professor, in an autonomous but tutored manner.

NON FACE-TO-FACE WORK

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 discussed with the professor at the beginning of the course.

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EVALUATION

The general grading system will follow the Regulation of evaluation and grading of the Universitat de València for bachelor's and master's degrees, approved by the Consell de Govern on May 30, 2017 (ACGUV 108/2017).

FIRST CALL:

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

1. Final written test (50%): exam on the theoretical content of the course.

2. Presentation of outlines, summaries, and proposed texts (35%): group elaboration, throughout the course and in a tutored manner, of a work on some aspect of political communication agreed with the professor at the beginning of the term. The work will be delivered and presented in the last session of the course.

3. Evaluation of attitude and participation in the class dynamics (15%): student participation in the analysis of cases proposed by the professor, which will be verified by means of the worksheets presented as a memory at the end of the sessions.

SECOND CALL:

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

1. Final written test (50%): exam on the theoretical content of the course.

2. Presentation of outlines, summaries and proposed texts (35%): individual elaboration of a paper on some aspect of political communication agreed with the professor.

3. Evaluation of attitude and participation in the class dynamics (0%): not retrievable.

OBSERVATIONS:

- It is necessary to pass the exam and the work to pass the course. In case of failing one of these blocks, the grade will not average with the others.

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

- The works must be submitted through the virtual classroom. Documents submitted by other means will not be corrected. Each day of delay in the delivery of an activity will imply a penalty of 2 points (out of 10) in its evaluation.

Problems with spelling, syntax and/or written expression will be scored negatively and may result in failure of the test.

In case of plagiarism in a student's evaluation work, this may be evaluated with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with.

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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- Mazzoleni, Gianpietro (2010). La comunicación política. Alianza Editorial.

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Tucker, Joshua A.; Guess, Andrew; Barberá, Pablo; Vaccari, Cristian; Siegel, Alexandra; Sanovich, Sergey; Stukal, Denis; & Nyhan, Brendan (2018). Social Media, Political Polarization, and Political Disinformation: A Review of the Scientific Literature. SSRN Electronic Journal.

Additional

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