

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

Code	36644
Name	Political communication and public opinion
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	4	First term
2239 - M.U. en Nuevos Periodismos, Comunicac.Polític.Soc_18-V1	Faculty of Philology, Translation and Communication	0	First term

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	10 - Evolución del periodismo y de la comunicación	Obligatory
2239 - M.U. en Nuevos Periodismos, Comunicac.Polític.Soc_18-V1	11 - Complementos de Formación	Optional

Coordination

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

SUMMARY**English version is not available**

Formación, características y funciones sociales de la opinión pública, y de la comunicación política como espacio específico de desarrollo de la opinión pública, en sus diversas representaciones. Módulo teórico / práctico que complementa las explicaciones teóricas con la realización de diversas actividades prácticas.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Para el máximo aprovechamiento de la asignatura, es importante que el estudiante posea una formación sólida en los campos de la Historia, Teoría y Estructura de la Comunicación. Asimismo, es conveniente que el estudiante esté al tanto de la actualidad política y de los asuntos de discusión pública más relevantes

OUTCOMES

1334 - Degree in Journalism

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.
- 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 adapt to technological and socio-occupational changes.
- Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.
- 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 must be able to reasonably propose ideas from the basics of rhetoric, as well as to communicate through the techniques of persuasion.

LEARNING OUTCOMES

English version is not available

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Development of individual work	35,00	0
Study and independent work	7,00	0
Preparation of evaluation activities	3,00	0
Preparing lectures	40,00	0
Resolution of case studies	5,00	0
TOTAL	150,00	

TEACHING METHODOLOGY**English version is not available****EVALUATION**

Three evaluation criteria will be followed:

- 1) Theoretical exam (40%). This exam refers to the theoretical contents of the course. Three development questions, of which the student will have to choose two.
- 2) Practical exercises (40%). Development of practices, summaries and critical evaluation, elaborated by the student from the contents of practical character that weekly will be analyzed in the subject.
- 3) Attendance and participation (20%).

To pass the course it is necessary to obtain at least a minimum grade of 50% in total. Criteria 1 and 2 can be evaluated in the second call, criterion 3 cannot, since it requires attendance and participation in the classes.

Attention:

Intellectual honesty is vital in academic communities, and for the fair assessment of student work. All work submitted for this course must be original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted.

In the case of plagiarism in a student's assessment work, this may be marked with a numerical grade of zero and lead to the suspension of the course, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.



The following will also be considered serious misconduct and, therefore, may result in immediate suspension from the exam session: copying or facilitating the copying of work among undergraduate students; irregularly accessing or appropriating in advance the content of a test or exam; facilitating or procuring the appropriation, alteration or subsequent destruction of the content or results of an assessable activity and impersonation of the person in exams. When the serious misconduct mentioned in this point is detected, the teacher must notify the Grade Coordination.

The presentation of work and/or exams with spelling or typographical mistakes and/or errors in syntax, coherence or writing will be penalised and may lead to the suspension of the exam.

REFERENCES

Basic

- CASTELLS, Manuel (2009). Comunicación y poder. Madrid: Alianza Editorial.
- CRESPI, Irving (2000). El proceso de opinión pública. Barcelona: Ariel.
- DADER, José Luis (1992). El periodista en el espacio público. Barcelona: Bosch.
- GROSSI, Giorgio (2007). La opinión pública. Teoría del campo demoscópico. Madrid: CIS.
- HABERMAS, Jürgen (1997). Historia y crítica de la opinión pública. Barcelona: Gustavo Gili.
- LÓPEZ GARCÍA, Guillermo (2004). Comunicación electoral y formación de la opinión pública. Valencia: Servei de Publicacions de la Universitat de València.
- LÓPEZ GARCÍA, Guillermo; GAMIR RÍOS, Jose; y VALERA ORDAZ, Lidia (2018). Comunicación política: teorías y enfoques. Madrid: Síntesis.
- MAZZOLENI, Gianpietro (2010). La comunicación política. Madrid: Alianza Editorial.
- SAMPEDRO, Víctor (2000). Opinión pública y democracia deliberativa. Medios, sondeos y urnas. Madrid: Istmo.
- CASERO, Andreu (2009). La construcción mediática de las crisis políticas. Madrid: Fragua.

Additional

- BERROCAL, Salomé (coord.) (2003). Comunicación política en televisión y nuevos medios. Barcelona: Ariel.
- BÖCKELMANN, Frank (1983). Formación y funciones sociales de la opinión pública. Barcelona: Gustavo Gili.
- CASTELLS, Manuel (2012). Redes de indignación y esperanza. Madrid: Alianza Editorial.
- CHADWICK, Andrew (2013): The hybrid media system: Politics and power. Oxford University Press.
- HABERMAS, Jürgen (1998). Teoría de la acción comunicativa (dos vols.). Madrid: Taurus.



- HALLIN, D. Y MANCINI, P. (2008). Sistemas mediáticos comparados. Tres modelos de relación entre los medios de comunicación y la política. Barcelona: Hacer Editorial
- JENKINS, Henry (2009). Convergence Culture. La cultura de la convergencia en los medios de comunicación. Barcelona: Paidós
- LÓPEZ GARCÍA, Guillermo y CAMPOS-DOMINGUEZ, Eva (eds.) (2021). Redes en campaña. Liderazgos y mensajes en las elecciones de 2019. Salamanca: Comunicación Social.
- LÓPEZ GARCÍA, Guillermo y VALERA ORDAZ, Lidia (2017). Pantallas electorales. El discurso de partidos, medios y ciudadanos en la campaña de 2015. Barcelona: UOC.
- LÓPEZ-GARCÍA, Guillermo; PALAU-SAMPIO, Dolors; PALOMO, Bella; CAMPOS-DOMINGUEZ, Eva; MASIP, Pere (eds.) (2021). Politics of Disinformation: the Influence of Fake News on Public Sphere. Hoboken: John Wiley & Sons
- SAMPEDRO, Víctor (ed.) (2005). 13-M. Multitudes online. Madrid: Libros de la Catarata.
- THOMPSON, John B. (2001). El escándalo político. Poder y visibilidad en la era de los medios de comunicación. Barcelona: Paidós.