VNIVERSITAT DE VALÈNCIA

Course Guide
36644 Political communication and public opinion

COURSE DATA

Data Subject	
Code	36644
Name	Political communication and public opinion
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2024 - 2025

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	4	First term
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
1334 - Degree in Journalism	10 - Evolución del periodismo y de la comunicación	Obligatory
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	11 - Complementos de Formación	Optional

Coordination

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

SUMMARY

Training, characteristics, and social functions of public opinion, and political communication as a specific space for the development of public opinion in its various representations. A theoretical/practical module that complements theoretical explanations with the completion of various practical activities.

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

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

Critically distinguish between different journalistic discourses and their relationship with contemporary hegemonic cultural/political discourses.

DESCRIPTION OF CONTENTS

1. Public Opinion and Political Communication

- What is public opinion?
- Public space and the public sphere
- The actors of political communication
- The historical context of the political communication process

2. Theories of Public Opinion

- Historical Background
- The Classical Model of Public Opinion
- Criticisms of the Classical Model: Habermas and Noelle-Neumann
- Contemporary Theories

3. The Arenas of Political Communication: Actors and Spectators

- The Americanization of politics and systems of representation
- The media and the mediatization of politics
- The internet and the digital public

4. Electoral Campaigns

- The Context: The Electoral System and Political Tradition
- The Campaign of Parties and Candidates
- The Campaign in the Media
- The Focal Points of the Campaign

5. Recent Developments in Political Communication

- The News Find Me Effect and News Avoiders
- Political Communication and Pop Culture
- Moral Panics and Folk Devils in Political Communication and Public Opinion

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

- Theoretical classes (lectures or expository with student presentations)
- Seminars and workshops
- Independent study and individual work
- Debate classes

EVALUATION

Two evaluation criteria will be followed:

1) Theoretical Exam (50%). An exam covering the theoretical content of the course. Three essay questions, of which the student must choose two.

2) Practices (50%). Development of practices, summaries, and critical evaluations, prepared by the student based on the practical content analyzed weekly in the course.

To pass the course, it is necessary to obtain at least a minimum grade of 50% in each of the evaluation

criteria.

Attention:

Intellectual honesty is vital in academic communities and for the fair evaluation of students' work. All submitted work in this course must be original. Work involving fraudulent collaboration or composed with the help of artificial intelligence (ChatGPT or others) will not be accepted.

If plagiarism is detected in a student's evaluative work, it may be graded with a numerical score of zero and result in the suspension of the course, regardless of any disciplinary procedures that may be initiated and, if applicable, the sanction in accordance with current legislation.

Serious offenses, such as copying or facilitating the copying of work among students, irregularly accessing or prematurely obtaining exam content, facilitating or attempting to appropriate, alter, or destroy the content or results of an evaluative activity, and impersonation in exams, will also be considered serious offenses and may result in immediate suspension of the course. When such serious offenses are detected, the instructor must report them to the Degree Coordinator.

Submitting work and/or exams with spelling, typographical errors, or errors in syntax, coherence, or writing will be penalized and may result in the suspension of the test.

REFERENCES

Basic

- CASTELLS, Manuel (2009). Comunicación y poder. Madrid: Alianza Editorial.
- COHEN, Stanley y BOSCHIROLI, Victoria de los Ángeles (2017). Demonios populares y pánicos morales: delincuencia juvenil, subculturas vandalismo, drogas y violencia. Editorial Gedisa.
- 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. Teoria 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 (ed) (2024). Introducción a la comunicación política. Madrid: Alianza Editorial.
- SAMPEDRO, Víctor (2023). Teorías de la comunicación y el poder. Opinión pública y pseudocracia. Madrid: Akal.

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.
- CASERO, Andreu (2009). La construcción mediática de las crisis políticas. Madrid: Fragua.
- 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.
- HALL, Stuart ; CRITCHER, Chas; JEFFERSON, Tony; CLARKE, John. y Roberts, Brian. (1978). Policing the Crisis: Mugging, the State, and Law and Order. Londres: McMillan Press.
- HALLIN, D. Y MANCINI, P. (2008). Sistemas mediáticos comparados. Tres modelos de relación entre los medios de comunicación y la política. Barcelona: Hacer Editorial
- 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; 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

PÉREZ, Francisco (dir.) (2023). Los medios de comunicación en la era digital. Bilbao: Fundación BBVA.

- SAMPEDRO, Víctor (ed.) (2005). 13-M. Multitudes online. Madrid: Libros de la Catarata.