

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

Code	36723
Name	Comunicación política, institucional y nuevas tecnologías
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1335 - Degree in Political and Public Administration Sciences	Faculty of Law	3	First term

Subject-matter

Degree	Subject-matter	Character
1335 - Degree in Political and Public Administration Sciences	18 - Comunicación política, institucional y nuevas tecnologías	Obligatory

Coordination

Name	Department
BARBERA ARESTE, OSCAR	55 - Constitutional Law, Political and Administrative Sciences
BARRIO LOPEZ, ASTRID	55 - Constitutional Law, Political and Administrative Sciences

SUMMARY

Political and Institutional Communication and New Technologies is a compulsory course in the third year. The course is designed to introduce students to political and institutional communication from a fundamentally theoretical approach. The course is divided into two main blocks. The first one introduces the subject matter and the main methodologies used. The main theories and concepts used in this field of study are reviewed. Given its importance, a specific topic is dedicated to theories on the formation of the political agenda. The course also aims to address the main effects of political communication on citizens and organizations (the shaping of audience democracies, personalization, etc.), especially with the inclusion of new technologies and their application to electoral campaigns. The second part of the course has a more applied character. It reviews the main strategies used in institutional communication and how they change in the new digital environments. Students are also introduced to the communication of government action: both of the different public policies that are promoted and in times of crisis.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

There are no specific requirements to take this course. However, it is recommended to have a comprehensive reading ability and a correct oral and written expression in Spanish and Valencian.

OUTCOMES

1335 - Degree in Political and Public Administration Sciences

- Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.
- 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 must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.
- Análisis de información para evaluar problemas políticos o de gestión pública y elaborar propuestas de mejora
- Pensamiento crítico.
- Trabajo en equipo.
- Aplicar críticamente las principales teorías y enfoques de la Ciencia Política y de la Administración Pública.
- Saber identificar, diseñar y transmitir mensajes e información política, especialmente discursos políticos y campañas políticas e institucionales a través de medios analógicos y digitales.
- Saber utilizar los métodos y técnicas de análisis cuantitativos y cualitativos, así como el método comparativo.
- Saber elaborar informes, dictámenes y trabajos de investigación política.
- Conocer y saber analizar la estructura y funcionamiento de las Administraciones públicas.



- Saber analizar la estructura y funcionamiento de los sistemas y procesos políticos, sus elementos, así como su dimensión histórica, con especial atención al sistema político español y al de la Unión Europea.
- Conocer y saber analizar las características y pautas de actuación de los principales actores políticos (partidos, sindicatos, grupos de interés y nuevos movimientos sociales).
- Conocer y saber analizar los procesos electorales, tanto desde el punto de vista institucional, como desde el del comportamiento de los actores colectivos e individuales.
- Saber analizar las principales técnicas de gestión en la Administración Pública y diseñar estrategias de mejora organizativa y aseguramiento de la calidad de los servicios públicos ante los retos del nuevo entorno digital.
- Analizar el diseño, la planificación, la gestión y la evaluación de las políticas públicas y hacer recomendaciones de mejora, especialmente en las políticas de género, medio ambiente y desarrollo sostenible.
- Saber distinguir los valores, ideologías, actitudes y pautas de comportamiento de los ciudadanos así como su evolución temporal.

LEARNING OUTCOMES

1. Know and analyze the main dimensions and theories on political communication.
2. Identify the relationship between political communication and other elements of the political system.
3. To know how to analyze the impact of the digital transformation on political communication.
4. To know how to design the basic elements of communication strategies for institutions and political actors.

DESCRIPTION OF CONTENTS

1. Block I: Political communication

1. Political communication: object and methodology
Theories of political communication
3. Political agenda, media agenda and citizens' agenda.
4. Audience democracy, personalization of politics and communication.
5. New technologies and political communication
6. Electoral campaigns

2. Block II: Institutional communication

7. Institutional communication: objectives, instruments and strategies
8. New technologies and institutional communication
9. Crisis management communication
10. Public policy communication

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	60,00	100
Attendance at events and external activities	5,00	0
Development of individual work	40,00	0
Study and independent work	30,00	0
Readings supplementary material	5,00	0
Preparation of practical classes and problem	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The transmission and acquisition of knowledge will be carried out, in the first place, through the master class. The teacher will present the essential contents of the subject, bringing them closer to reality through the use of current examples, classic texts, cases, legal texts, online materials, etc. The active participation of the students will be demanded at all times. They will have to have previously prepared the topics to be discussed in class through study and independent work. Likewise, students are expected to dedicate part of the time outside the classroom to review the content of each of the lectures. Throughout the course, various practical activities will be carried out, both individually and in teams. For this, students will have to use materials provided by the teacher or look for them in institutions, libraries, internet, etc. The activities carried out in class will require prior preparation of the various topics of study, as well as the consultation of complementary materials that may be indicated by the teacher. The exercises of the practical activities must be handed in on the date determined for this purpose, and their reception outside the stipulated period will not be accepted.

EVALUATION

The evaluation of the course consists of 2 elements, both in the first and in the second call: a) Exam: at the end of the course there will be a final test on all the contents of the course included in this teaching guide, whether they have been taught in the classroom or not, and the materials that are included in the various sessions. This test will have a value of 60 percent of the overall grade. b) Continuous evaluation: Throughout the semester, practical work and complementary activities of various kinds will be carried out, which must be delivered on the day indicated by the teacher. This part will have a value of up to 40 percent of the final grade. In order for the student to achieve points of the continuous evaluation will have to have attended a minimum of 75% of the class sessions dedicated to it. In addition, in order to add the grade obtained in the continuous evaluation (of the practical sessions) to the grade in the exam, the student must have obtained at least a 4 (out of 10) in the final exam.



The content of all these continuous assessment assignments also constitute course materials and content, and are therefore eligible for the end-of-course exam. The teacher will explain how each exercise is to be performed and handed in, and will subsequently hand in the results of the various practical exercises prior to the exam. The practices (either those not completed or delivered within the stipulated deadline, or those already completed or evaluated) will not be recoverable after the date of delivery, nor for the second call (maintaining for this one the grade of the continuous evaluation achieved throughout the semester).

REFERENCES

Basic

- Las lecturas básicas están compuestas de los manuales generales, que deberán ser consultados por los estudiantes a medida que avanza el temario, y las lecturas obligatorias, que son complementos necesarios a la docencia impartida en clase y que formarán parte de la materia examinada al final de curso.

Manuales de la asignatura:

Canel, M.J. (2007) Comunicación de las instituciones públicas. Madrid: Tecnos

Canel, M.J. (2008) Comunicación política, Madrid, Tecnos.

Mazzoleni, G. (2014) La comunicación política, Madrid, Alianza Editorial.

Lecturas obligatorias por tema:

Estas lecturas pueden experimentar algún cambio en las próximas semanas, en función de buscar la mejor para cada tema.

Tema 1. La comunicación en política: objeto y metodología

Canel, M.J. ¿Qué es la comunicación política? en Canel, M.J. (2008) Comunicación política, Madrid, Tecnos. pp. 15-33

Mazzoleni, G (2014) La comunicación política, Madrid, Alianza Editorial, pp. 17-51

Tema 2. Teorías de la comunicación política

Noelle-Neuman, E. (1995), La espiral del silencio, Barcelona, Tecnos. (fragmento)

Lippmann, W. (2003), La Opinión Pública, Madrid, Langre. (fragmento)

Katz, E. y Lazarsfeld, PF. (1979) La influencia personal. El individuo en el proceso de comunicación de masas. Barcelona, Editorial Hispano Europea. (fragmento)

Lakoff, G. (2007) No pienses en un elefante. Lenguaje y debate político. Madrid: UCM. (fragmento)