

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

Code	44891
Name	Medios de comunicación y opinión pública
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2024 - 2025

Study (s)

Degree	Center	Acad. Period	year
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
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	2 - Medios de comunicación y opinión pública	Obligatory

Coordination

Name	Department
MARTINEZ GALLEGO, FRANCISCO ANDRES	340 - Language Theory and Communication Sciences

SUMMARY

This subject aims to introduce students to the transformations experienced by the concept of public opinion in liberal-democratic societies, highly mediated by the mass media and digital communication networks. In addition to the major problems linked to the formation of public opinion in liberal-democratic political systems raised by Lippmann, Dewey, Noelle-Neumann, Mills, Ginsberg and others, there are now the problems of what Bernard Manin has called an audience democracy, that is, the existence of democratic systems that are highly mediated by the media and by the adaptation of the political message, forms of leadership and political communication to the routines of the media. In addition to a general introduction to the subject, looking at the relationship between public opinion and the media through opinion polls and social media, the module sets out three areas of development of the subject. Firstly, the changing link between political-ideological leadership and democracy. This will range from the sociological models of leadership established by Weber to the new forms of leadership characteristic of the society of the spectacle. Secondly, the historical relationship between media and politics will establish the typology and intensity of the media used throughout history to seduce the



governed, as well as the theocracy of power and the relationship between communication, power and (official) memory. Thirdly, and bearing in mind that in the knowledge society and in the democracy of audiences, issues related to science (e.g. climate change) and technology are pressing, the links between public authorities, experts, mediators and audiences in the transmission of scientific or technological knowledge will be studied. Overall, the aim is to study in depth the ways in which public opinion is created in societies that are highly mediated by mass media and digital communication.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

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

2239 - Master's Degree in New Journalism, Political Communication and Knowledge So

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Show sensitivity for work carried out with rigor, commitment and emphasis, by using inclusive, non-sexist and non-discriminatory language.
- Achieve the organisational and relational capacity to integrate personal work and capacities into the collective work carried out in teams, even in multidisciplinary environments.
- Respect and promote fundamental rights, equal opportunities and non-discrimination on the grounds of economic status, ethnic origin, sexual orientation or beliefs.
- Respect and promote the principles of equality between men and women, universal accessibility for people with functional diversity, democratic values, the culture of peace and sustainability.
- Know the traditional and current relationship between public opinion and the media, taking into account different social and political contexts, the implementation of the knowledge society and the relevance of ICTs.
- Know the difference between informational communication and persuasive communication, both within organisations and in the relationship between organisations, society and their political communities.
- Ser capaz de vincular las tradiciones informativas y las tradiciones políticas en las democracias contemporáneas, pero también en sistemas políticos de otra naturaleza, para definir los campos de la opinión pública, la acción comunicativa o la acción social.



- Be able to analyse large masses of data, opinion polls and/or measurements of a communicative nature (such as audience) in social, political and cultural processes.
- Be able to differentiate and discuss ways of transmitting all kinds of public policies from the institutions to the citizenry.
- Be able to carry out theoretical work in the specific field of communication and journalism.
- Ser capaz de realizar trabajos prácticos, adaptados a entornos comunicacionales reales, con especificidad en los campos de la comunicación política y/o de las nuevas especializaciones periodísticas, aplicando los conocimientos, las capacidades y las habilidades adquiridas.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)**English version is not available****WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	37,50	100
Attendance at events and external activities	4,00	0
Development of individual work	50,00	0
Study and independent work	46,00	0
Preparation of practical classes and problem	12,50	0
TOTAL	150,00	

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

The evaluation system of the subject will be carried out in accordance with the following evaluation elements

1. Multiple-choice exam on the subject: 30%.
2. Attendance and participation in cooperative work, debates, seminars, workshops and conferences: 20%.
3. Evaluation of course work: 50%.



Conditions:

- It will be necessary to pass the exam with a minimum of five points out of ten in order to average with the rest of the elements of the evaluation.
- It is necessary to attend 80% of the classes in order to be assessed for the course.
- **ATTENTION:** The papers, exams or any other activity that students prepare for their teaching assessment must be original, without plagiarism or improper use of artificial intelligence. The detection of plagiarism, as a serious offence, will result in the immediate suspension of the respective call of the course. Copying or facilitating the copying of work between students on the degree course, irregularly accessing or appropriating the content of a test or exam in advance, facilitating or procuring the appropriation, alteration or destruction of the content or results of an assessable activity and impersonation in exams will also be considered serious misconduct, and will therefore lead to immediate suspension from the exam session. When the serious misconduct mentioned in this point is detected, the lecturer must inform the Degree Coordination.
- **ATTENTION:** Intellectual honesty is vital in academic communities, and for the fair evaluation of students' work. All work submitted in this course must be submitted in a fair and honest manner.
- Translated with DeepL.com (free version)

REFERENCES

Basic

- MANIN, Bernard (1998): Los principios del gobierno representativo. Madrid. Alianza Editorial
- FERRY, Jean-Marc; WOLTON, Dominigue; et al (1992): El nuevo espacio público. Barcelona. Gedisa.
- CASTELLS, Manuel (2012): Comunicación y poder. Madrid. Alianza Editorial.
- SARTORI, G. (1998): Homo Videns. La Sociedad teledirigida. Madrid. Taurus Pensamiento.
- KATZ, Elihu y LAZARSFELD, Paul Felix (2009), Personal influence: The Part Played by People in the Flow of Mass Communications. Nueva Jersey. Transaction Publisher
- LAGUNA, A. (2010): Las claves del éxito político. ¿Por qué votan los ciudadanos? Barcelona. Península.
- BARKER, C. JOHNSON, A. LAVALETTE, M. (eds.) (2001): Leadership and social movements, Manchester University Press, Manchester, UK
- NATERA, A. (2001): El liderazgo político en la sociedad democrática. Madrid. Centro de Estudios Políticos.
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- SEMIR, Vladimir de (2014): Decir ciencia: divulgación y periodismo científico de Galileo a Twitter. Barcelona. Edicions de la Universitat de Barcelona.
- ALCIBAR, Miguel (2009): Contar la ciencia. Murcia. Fundación Séneca.



Additional

- SÁNCHEZ NORIEGA, J.L. (2002): Crítica de la seducción mediática. Comunicación y cultura de masas en la opulencia informativa. Madrid. Técnos.
- SANTIAGO, J. (2007). El candidato ante los medios: telegenia e imagen política. Madrid: Fragua
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- GOLEMAN, D. (2013): Liderazgo. El poder de la inteligencia emocional. Madrid. Ediciones B.
- POSTMAN, Neil (2001): Divertirse hasta morir. El discurso público en la era del show business. Barcelona. Ediciones de la Tempestad.
- POSTMAN, Neil (1992): Tecنópolis. La rendición de la cultura a la tecnología.
- FUCHS, C. (2014). Social Media: a critical introduction. London. Sage.
- KEANE, J. (2009). The life and death of democracy. London. Simon and Schuster.
- FEENSTRA, R. A., TORNEY, S., CASERO, A. & KEANE, J. (2016). La reconfiguración de la democracia. El laboratorio político español. Granada. Comares.