

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

Code	44892
Name	Circulación y recepción del mensaje político
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
2239 - M.U. en Nuevos Periodismos, Comunicac.Polític.Soc_18-V1	Faculty of Philology, Translation and Communication	1	First term

Subject-matter

Degree	Subject-matter	Character
2239 - M.U. en Nuevos Periodismos, Comunicac.Polític.Soc_18-V1	3 - Circulación y recepción del mensaje político	Obligatory

Coordination

Name	Department
PERIS BLANES, ALVAR	340 - Language Theory and Communication Sciences

SUMMARY

English version is not available

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**

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



Other requirements

OUTCOMES

LEARNING OUTCOMES

English version is not available

DESCRIPTION OF CONTENTS

1. Contemporary Media Systems

The circulation and reception of the political message do not occur in a homogeneous way in contemporary societies. They depend on various variables and the characterization of media systems is intended to understand and weigh them. We start from the characterization models of the media systems made by Siebert, Peterson and Schramm (Four Theories of the Press) and by Hallin and Mancini (Comparing Media Systems. Three Models of Media and Politics) to then look at phenomena of corruption and political scandals, to observe how they work under differentiated communication systems, as well as in the role assigned to communication in development policies.

2.

3. Mediatization and discursive polarization: transmitters and sources

4. The circulation of the political message in the written and audiovisual media.

5. The circulation of the political message on the Internet and new media

The emergence of blogs in the early 21st century marks the beginning of a profound transformation of the circulation of the political message. In just over 15 years, the progressive displacement of former audiences to the network has forced politicians and parties to establish a defined communication strategy in the digital sphere. In this content, we will know the keys that currently define political communication on the Internet: the role of digital media, the role of social networks, political advertising on the net, fake news, decontextualization of the message and others.

**6. The spaces of the political message: information, opinion, entertainment and fiction.****WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	37,50	100
Attendance at events and external activities	5,00	0
Development of group work	10,00	0
Development of individual work	20,00	0
Study and independent work	20,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	5,00	0
Preparation of practical classes and problem	5,00	0
Resolution of case studies	5,00	0
TOTAL	117,50	

TEACHING METHODOLOGY

- Master lessons.
- Problem resolution.
- Study of individual cases.
- Oral presentations of materials by students.
- Debates and reflections on the subject matter.
- Reading, synthesis and critical analysis of written and audiovisual texts.
- Assistance and active participation in workshops, seminars and conferences.
- Individual and group tutorials.

EVALUATION



This subject evaluation system of this module will be carried out in accordance with the following parameters:

- a. Test type exam on the subject: 50%
- b. Individual essay based on a series of proposed readings: 50%

The student's participation in the seminars and workshops that will be proposed in the classroom will be valued positively, as well as the participation and involvement of the student in class. To pass the module, each of the proposed works must be approved with a minimum of 5 points of 10, both in the exam and in the essay.

REFERENCES

Basic

- ARIAS MALDONADO, M. (2016). La democracia sentimental. Política y emociones en el siglo XXI. Barcelona: Página Indómita.
- DADAMO, O.; GARCÍA BEAUDEUX, V.; y FREIDENBERG, F. (2007). Establecimiento de la agenda, priming y framing. En Medios de comunicación y opinión pública. McGraw-Hill: Madrid, pp. 121-141.
- HALLIN, Daniel C. y MANCINI, Paolo (2008). Sistemas mediáticos comparados. Tres modelos de relación entre los medios de comunicación y la política. Barcelona. Editorial Hacer.
- KLINGER, U. y SVENSSON, J. (2015). The emergence of network media logic in political communication: A theoretical approach. En New Media & Society, Vol. 17(8), pp. 1241-1257. DOI: 10.1177/1461444814522952
- SIEBERT, Fred, PETERSON, Theodore y SCHRAM, Wilbur (1954): Four Theories of the Press. Urbana. University of Illinois Press, 1954).
- PYE, Lucian W. (comp.) (1969): Evolución política y comunicación de masas. Buenos Aires. Troquel.
- HALLIN, Daniel C. y MANCINI, Paolo (2008): Sistemas mediáticos comparados. Tres modelos de relación entre los medios de comunicación y la política. Barcelona. Editorial Hacer.
- THOMPSON, John B. (2001): El escándalo político. Poder y visibilidad en la era de los medios de comunicación. Barcelona. Paidós.
- LAPORTA, Francisco y ÁLVAREZ, Silvina (eds.) (1997): La corrupción política. Madrid. Alianza Editorial.
- JIMÉNEZ, Fernando (1995): Detrás del escándalo político. Opinión pública, dinero y poder en la España del siglo XX. Barcelona. Tusquets.



Additional

- LÓPEZ GARCÍA, G.; GAMIR RÍOS, J. y VALERA ORDAZ, L. (2018). Comunicación política. Madrid: Síntesis.
- MAZZOLENI, G. (2010). La comunicación política. Madrid: Alianza.
- McCOMBS, M. (2006). Estableciendo la agenda: el impacto de los medios en la opinión pública y en el conocimiento. Barcelona: Paidós.
- McCOMBS, M. y SHAW, D.L. (1972). The Agenda Setting Function of the Mass Media, en Public Opinion Quarterly, 36, pp. 176-187.
- SÁNCHEZ-VILLAR, J.M. (2019). Los blogs como herramientas sociales de comunicación política: periodismo ciudadano y opinión pública 2.0. En Communication & Society, Vol. 32(1), pp. 39-55. DOI: 10.15581/003.32.1.39-55
- SMOLAK-LOZANO, E. y CASTILLO-ESPARCIA, A. (2018). Comunicación política y los think tanks. Estrategias de comunicación en las redes sociales. En Communication Papers: Media Literacy & Gender Studies, Vol. 7(15), pp. 59-73.
- VALERA ORDAZ, L. (2015). La influencia de los partidos políticos españoles en las agendas de medios y blogs durante la campaña electoral de 2011, en Communication & Society 28(3), 115-135.
- KOSICKI, G. (1993). Problems and Opportunities in AgendaSetting Research, en Journal of Communication 43(2), pp. 100-127.
- MUÑOZ ALONSO, A. y ROSPIR, J.I. (ed.) (1997). Comunicación política. Madrid: Crítica.
- PYE, L. W. (comp.) (1969): Evolución política y comunicación de mass. Buenos Aires. Troquel.