

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

<b>Code</b>	44892
<b>Name</b>	Circulación y recepción del mensaje político
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2024 - 2025

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Faculty of Philology, Translation and Communication	1	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	3 - Circulación y recepción del mensaje político	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
LOPEZ GARCIA, GUILLERMO	340 - Language Theory and Communication Sciences

**SUMMARY**

Starting from the configuration of contemporary media systems, understood as the interaction between the existing media (regardless of their support and the technology used) and the existing normative and political systems, the different forms of connection between transmitters and receivers, the forms of circulation of messages and the effects that media and messages provoke in audiences are dealt with.

**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 be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Show sensitivity for work carried out with rigor, commitment and emphasis, by using inclusive, non-sexist and non-discriminatory language.
- Identify, analyse and integrate the diversity of positions and interests of the actors involved in the communicative relations analysed, including the position and interests of the person carrying out the sociocommunicative research.
- Develop the capacity to adapt to possible organisational, time or availability limitations of material and/or personal resources in the field of intergroup and mass communication.
- 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 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 define a transversal and multidisciplinary conceptual framework with the aim of determining the interconnections between society, politics and the media.
- Be able to conceptualise and analyse the relationship between social action, social movements and public information.
- 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)

1. Ability to evaluate and carry out a comparative analysis of the main media systems coexisting in democratic societies, their nature and their functioning.
2. Ability to analyse the characteristics of political messages, their circulation through the public space and their effects.
3. Knowledge and understanding of the main communication theories applied to the circulation of political messages, as well as their evolution as a result of the process of digitalisation and media reconversion.

## 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.

- Communication theories applied to the analysis of political messages.
- Mediatization and discursive polarization: transmitters and sources.
- The circulation of the political message in the written and audiovisual media.
- The circulation of the political message on the Internet and new media.
- The spaces of the political message: information, entertainment and fiction.

### 3. Mediatization and discursive polarization: transmitters and sources

In these two sessions we will analyze the logic of the circulation of political messages in a context that can be read from two apparently antagonistic visions: on the one hand, that of mediatization, or the preeminence of the media in determining the form and substance of political messages. On the other hand, the fragmentation and condensation of messages derived from the changes in the communicative ecosystem caused by the digitalization process, which have given rise to new political and social actors emancipated, apparently, from the aforementioned mediatization process.

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

These two sessions will address how the written and audiovisual media have channeled political discourse in its various formats, and how it has been modulated depending on the medium in which it is transmitted and the political objectives. We will also insist on how the audience receives these messages and how it reacts to them.

**5. The circulation of the political message on the Internet**

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. Other spaces of the political message: information, opinion, entertainment and fiction.**

The objective of these two sessions is to delve into how the political message moves through the different communicative genres, firstly in the more classic ones, such as information and opinion, but increasingly moving to other less usual genres, such as entertainment and fiction, thus penetrating into audience targets that are not habitual consumers of this type of discourse.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	37,50	100
Attendance at events and external activities	5,00	0
Development of group work	20,00	0
Development of individual work	20,00	0
Study and independent work	20,00	0
Readings supplementary material	20,00	0
Preparation of evaluation activities	10,00	0
Preparing lectures	5,00	0
Preparation of practical classes and problem	7,50	0
Resolution of case studies	5,00	0
<b>TOTAL</b>	<b>150,00</b>	



## 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

The evaluation system for this module will be carried out according to the following parameters:

Multiple-choice test on the subject matter: 50%.

Individual essay based on a series of proposed readings: 50%.

The student's participation in the seminars and workshops proposed in the classroom will be assessed, as well as the student's participation and involvement in class.

In order to pass the module, both the exam and the essay must be passed with a minimum of 5 points out of 10.

### ATTENTION:

1. It is necessary to attend 80% of the classes in order to be assessed for the course.
2. The papers, exams or any other activity that students prepare for their teaching assessment must be original, without plagiarism or misuse of artificial intelligence. The detection of plagiarism, as a serious offence, will result in the immediate suspension of the respective 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 Office.

**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.
- 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.

