

Communication and Political Culture

Code: 42441
ECTS Credits: 6

Degree	Type	Year	Semester
4313227 Media, Communication and Culture	OB	0	1

Contact

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Use of Languages

Principal working language: spanish (spa)

Prerequisites

Knowledge of political and journalistic news

Objectives and Contextualisation

1. Identify the relationship between social media and political culture.
2. Recognize the fundamental role of media in shaping the public opinion and the political socialization processes.
3. Analyze the orientation of the public towards the media.

Competences

- Analyse the new forms of social communication introduced by ICT (information and communication technologies) in order to innovate in media and cultural production and solve the problems posed in the new environments.
- Continue the learning process, to a large extent autonomously.
- Display a deep, detailed understanding of theoretical and practical principles within the field of communication and culture.
- Lead and work in interdisciplinary teams.
- Plan and lead basic and applied research projects in media communication and culture.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Analyse the characteristics of mediated political communication and of the new forms of political communication.
2. Continue the learning process, to a large extent autonomously.
3. Demonstrate ability to select appropriate study of the required scientific theories situations.
4. Demonstrate understanding of political communication and culture and how they are evolving.
5. Identify the principal actors and their strategies.
6. Know how to design research projects in the field of communication and political culture.
7. Know how to plan and manage communications projects for political and social actors
8. Know how to plan and manage information flows in the media to contribute to solving social problems
9. Lead and work in interdisciplinary teams.

10. Make innovative proposals regarding the problems that derive from the treatment of political matters in the media.
11. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

1. Introduction.
2. Political culture: definition and theories.
3. Relationship between political communication and political culture.
4. Media and construction of collective memory.
5. Political populism and media populism.
6. Media, social networks and political participation.
7. Media, social networks and construction of public opinion.
8. Media visibility of political actors.
9. Media visibility of social actors.

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

The gender perspective will be incorporated as an integral part of the program.

Methodology

The learning will be based on lectures, class debates, readings, tutoring, projects and tests. The main goal of this module is to lay the foundation and develop a critical analysis and critical thinking.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	20	0.8	1, 3, 4, 10, 5
Seminar	10	0.4	
Type: Supervised			
Evaluation	3	0.12	11, 3, 4, 2
Tutorial meetings	7	0.28	10, 6, 7, 9
Type: Autonomous			
Self-organized work	67	2.68	1, 11, 3, 4, 10, 5

Assessment

The subject will consist of the following evaluation activities:

- Activity synthesis exam, 40% on the final grade
- Activity individual written work, 30 % on the final grade
- Activity group presentatios, 20% on the final grade
- Activity class participation, 10% on the final grade

The student will be entitled to the reevaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject. To have access to reevaluation, the previous grades should be equal or superior to 3,5. The activities that are excluded from the reevaluation process are class participation and group presentations.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Class participation	10%	2	0.08	3, 4
Group presentations	20%	8	0.32	1, 11, 3, 4, 10, 5, 2, 6, 7, 9
Individual written work	30%	30	1.2	1, 11, 3, 4, 6
Synthesis exam	40%	3	0.12	3, 5, 6, 8

Bibliography

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McNair, Brian. 2017. *An Introduction to Political Communication*. Londres: Routledge. ProQuest Ebook Central. <https://ebookcentral-proquest-com.are.uab.cat/lib/UAB/detail.action?docID=4905831#> (Consulta 20 de juliol de 2019).

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Phetsch, Barbara. 2014. *Political Communication Cultures in Europe. Attitudes of Political Actors and Journalists in Nine Countries*. Basingstoke: Palgrave Macmillan.

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Sennet, Richard. 2001. *El declive del hombre público*. Barcelona: Ediciones Península.

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