

Political Communication

Code: 103860
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Teachers

José Manuel Silva Alcalde

Prerequisites

This teaching guide has been completed following the instructions of the Rector of the UAB, who has followed the Deganat de la Facultat de Ciències de la Comunicació. According to the same rules, teaching in the second semester will be of a face-to-face nature.

It should be noted, however, that the proposed teaching methodology and assessment may undergo some modification depending on the restrictions on attendance imposed by the health authorities.

It is required that students have a knowledge of current issues (especially politics).

The students must also have a sufficient command of Catalan and Spanish, the languages in which the classes are taught and have at least command of English at the reading level (the language of most of the teaching materials).

Objectives and Contextualisation

The aim of the course is to provide the basic conceptual instruments for the analysis and understanding of political communication and its different actors and functions in contemporary societies.

Competences

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate adequate knowledge of Catalonia's socio-communicative reality in the Spanish, European and global context.
- Design, plan and carry out journalistic projects on all kinds of formats.
- Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.

- Differentiate the disciplines main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the medias structure.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.
- Respect the diversity and plurality of ideas, people and situations.
- Use ones imagination with flexibility, originality and ease.

Learning Outcomes

1. Analyse information processes, as well as the trends and theories that formalise them in the planning and execution process of political communication.
2. Analyse the theories on advertising, public relations and corporate and institutional communication.
3. Apply the professional ethics of journalism to strategic communication in the field of political communication.
4. Apply the technologies and systems used to process, produce and relay information in the field of strategic communication.
5. Appraise the impact of technological innovations in the running of the Catalan and Spanish communication system.
6. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
7. Demonstrate knowledge of how public figures communication strategies are conceived and disseminated on the basis of the main current debates.
8. Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
9. Disseminate the areas knowledge and innovations.
10. Generate innovative and competitive ideas in research and professional practice.
11. Plan and execute journalistic projects in the field of political communication.
12. Plan and execute journalistic projects in the field of press offices and institutional communication.
13. Respect the diversity and plurality of ideas, people and situations.
14. Use ones imagination with flexibility, originality and ease.

Content

CONTENTS

- 1- Introductory aspects, basic concepts and function of political communication.
- 2- Historical introduction
- 3- Nazi and Feixist Propaganda
- 4- The catch-all parties: from propaganda to political marketing
- 5- Internet and politics: political marketing 2.0
- 6- Our challenges, our spaces and new participations: Democracy 3.0
- 7- Public communication

The detailed calendar of the different sessions will be displayed on the day of the presentation of the subject and will be included in the Virtual Campus. The CV will also contain a description of the exercises and practices, the various teaching materials and any information required for the proper monitoring of the subject. In the event of a change in teaching methods for health reasons, the teaching staff will provide information on the changes that will occur in the programming of the subject and in teaching methods.

All the topics indicated will be dealt with in the sessions planned and all of them will be included in the evaluations that will be established.

The content of this subject will be sensitive to the aspects related to the gender perspective.

In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Methodology

The basis of the teaching methodology will be to achieve autonomous learning by the students. The academic activity supervised by the teaching staff, with the constant and active participation of the students, will allow them to assume the generic and specific competences that they are going to pose in the subject, thus achieving the objectives formulated.

The course is divided into a series of master classes, seminars and/or conferences and/or specific workshops that provide the theoretical and methodological basis and serve as a link and guide for carrying out the learning activities (practical classes) and self-learning activities that are essential to the design of the course. The theoretical classes and the learning activities allow the students to assume the purpose of the subject.

The practices that are to be completed must also be identified with the theoretical debates that are planned in the subject. In this way, there will be a guiding thread throughout the subject so that students can grow intellectually and in their training.

Tutorials are seen as a fundamental aspect for the guidance and growth of student learning. These tutorials can be individual, group, classroom or virtual, depending on the development of the course.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory	15	0.6	3, 14, 4, 8, 10, 11, 12, 13
Master Class	15	0.6	1, 8, 13
Seminar	22	0.88	2, 4, 7, 11, 5
Type: Supervised			
Evaluation	7.5	0.3	1, 3, 14, 4, 7, 8, 9, 10, 11, 13
Tutorials	7.5	0.3	1, 3, 14, 4, 6, 7, 8, 9, 10, 11, 13
Type: Autonomous			
Other activities	50	2	1, 3, 14, 4, 6, 7, 8, 9, 10, 13
Virtual Campus	0	0	14, 4, 6, 7, 9

Assessment

Evaluation

The assessment of the subject will have 2 clearly differentiated parts. One will be the part of the examination on the theoretical contents and the other will be the part of practices to be carried out on the theoretical concepts.

Activity A. Examination on the contents (individual). It is worth 35% of the final mark.

Activity B. A course work on electoral campaigns (analysis, design and proposals), which will have a written and an oral presentation (in group). It is worth 35% of the final mark.

Activity C. A practice on social networks and political marketing. It is worth 5% of the final mark. Individual

Activity D. A practice on electoral spots. Val el 5% de la nota final. Individual

Activity E. A practice on the realization of a journalistic article on a political communication topic. It is worth 20% of the final mark. Individual.

The specific content of the different activities will be explained to the teachers at the beginning of each practice. The dates of the tests will be established in the Extended Teaching Plan, which will be available on the Virtual Campus.

This schedule for the completion and reading of the tests will be maintained provided that there are no variations from the best teaching organization, or changes derived from changes in the teaching days that are no longer attributable to the teaching team of this subject.

In the case of continuous assessment, attendance in the classroom is obligatory, and in order to pass the subject, all tests must be taken.

Recovery

A maximum of two parts of the five evaluations (exam and journalistic article) will be recovered during the two weeks of the course, provided that the other three evaluations are approved.

Students who fail the theory part of the course, i.e. the continuous examination, will have the option of taking a make-up test, which will be written in the same format as the previous test and held during the make-up activity period, on the date and in the circumstances that are determined. In order to be eligible for this theory recovery, students must have submitted the first written test of theoretical knowledge scheduled for the subject and have received a grade of 3 or higher.

Recovery of the journalistic article: Students who fail the journalistic article will have the option of submitting to a recovery test, which will be substituted and held during the period of recovery activities, on the date and under the circumstances that are determined. The obligatory condition for being able to opt for this recovery is to have submitted the journalistic article and to have suspended it with a mark equal to or greater than 3. The mark obtained in the recovery - which does not mean the mark obtained in the previous tests - will be the definitive one in terms of the evaluation

Review of notes: The note is public on the Virtual Campus. The dates of the tutorials for the review of qualifications will be marked on the calendar at the beginning of the course.

Second registration

In case of second registration, the student will be able to make a single test of synthesis of all the material. The characteristics of this test will be included in the virtual campus, and it is necessary that the student who is currently enrolled informs the professor in charge of the subject in the first two weeks of the course.

Plagiarism

The student who carries out any irregularity (copying, plagiarism, identity theft...) will obtain a zero (0) from the assessment report. In the case of several irregularities, the final qualification of the course will be zero (0).

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	35%	2	0.08	1, 3, 14, 6, 7, 9
Social Network and spots	10%	8	0.32	3, 14, 4, 6, 7, 8, 10, 11, 12, 13
creation of an electoral campaign	35 %	13	0.52	1, 3, 14, 4, 6, 7, 8, 9, 13
journalistic report	20 %	10	0.4	1, 2, 3, 14, 6, 7, 8, 9, 10, 13, 5

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Essential bibliography

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