

Communication and Public Opinion

Code: 104797
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OT	4	2

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

Prerequisites

Students are required to be aware of current political and social issues. A proactive, participatory attitude, an interest in the geopolitical context and a sensitivity to local social conflicts are also indispensable conditions.

Objectives and Contextualisation

- Identify political actors (in a broad sense of the concept) and civil society, and establish their relationships with the media.
- Analyze the contribution and influence of the media to democracy.
- Analyze the processes of public opinion creation.

Competences

- Apply specific research methodologies to formulate hypotheses, validate and verify ideas and concepts and interpret data on communication in organisations.
- Differentiate the principal theories on communication in organisations, which underpin knowledge of the discipline and its different branches.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

Learning Outcomes

1. Analyse the media's influence on public opinion.
2. Apply research methods appropriate to the field of communication when doing coursework.
3. Present a summary of the studies made, orally and in writing.
4. Present the objectives of the course to all kinds of audiences.

Content

1. Introduction.
2. The 'demos', the state and the culture of solidarity as democratic conditions.
3. Economic prosperity and the geopolitical context as facilitators.

4. Electoral communication in campaigns.
5. From totalitarian propaganda to coercive persuasion.
6. New trends: parties as service organizations. Marketing, advertising and propaganda.
7. Collective mobilization, from its origins to the Internet and Web 2.0.
8. Critical studies 2.0, algorithms, big data and future perspectives.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject.

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

Methodology

The teaching will use a combination of teaching methods to promote student learning:

Directed activities

a) Lectures: in these sessions the lecturer will cover the basic concepts and notions of the subject and will allow students to discuss and reflect on the main content through active participation.

b) Seminar: work sessions focused on readings, oral activities or group presentations, individual work.

Supervised activities

a) Tutorial meetings: students will have access to lecturer in the subject at certain times which may help to clear up any doubts that they may have about the subject

b) Evaluation sessions.

Autonomous activities

a) Self-organized work: reading texts and the search for information, writing individual work.

Note: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

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Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Self-organized work	54	2.16	1, 4, 3, 2
Seminar	14	0.56	3, 2
Theory and classroom activities	30	1.2	1, 3

Assessment

To be able to pass the subject, it is necessary to obtain a minimum grade of 5 in synthesis exam.

The student will be entitled to the revaluation 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 equal or superior to 3.5. The activities that are excluded from the reevaluation process are the individual written work and the seminar.

Students of second enrolment: final evaluation

In the case of a second enrolment, students can do a single synthesis exam at the end of semester. The grading of the subject will correspond to the grade of the synthesis exam.

Plagiarism

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Individual written work	30 % in the final grade	34	1.36	1, 4, 2
Seminar	20 % in the final grade	14	0.56	1, 3, 2
Synthesis exam	50 % in the final grade	4	0.16	1, 3

Bibliography

Canel, María José. 2006. *Comunicación política: Una guía para su estudio y práctica*. Madrid: Tecnos.

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Esser, Frank & Jesper Strömbäck, eds. 2014. *Mediatization of Politics: Understanding the Transformation of Western Democracies*. Basingstoke: Palgrave Macmillan.

Gerbaudo, Paolo. 2019. *The digital party: Political organisation and online democracy*. Londres: Pluto Press.

Kriesi, Hanspeter; Lavenex, Sandra; Esser, Frank; Matthes, Jörg; Bühlmann, Marc & Bochsler, Daniel. 2013. *Democracy in the Age of Globalization and Mediatization*. Palgrave Macmillan.

Ortega, Felix. 2011. *La política mediatizada*. Madrid: Alianza Editorial.

Semetko, Holli & Margaret Scammell, eds. 2012. *The SAGE Handbook of Political Communication*. Londres: Sage Publications.

Street, John. 2001. *Mass media, politics and democracy*. New York: Palgrave Macmillan.

Software

Not required.