

Communication and Political Culture

Code: 42441
ECTS Credits: 6

2025/2026

Degree	Type	Year
Media, Communication and Culture	OB	0

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

No need of previous knowledge.

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 and debate new phenomena related to communication and political culture.
4. Debate on communication for democracy in a hybrid society.

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. Political culture and political communication: definition and theories
2. Public opinion and media coverage
3. Infoentertainment and political communication
4. The disinformation society: strategies to deceive and tools for digital verification
5. Political communication: parties, social movements, polarization and hate speech in the digital sphere
6. Technopolitics: reflections on the emergence of AI in the public space

The contents of the subject will be adapted to the interests and demands of the group, as well as some of the readings.

The detailed calendar with the content of the different sessions will be exposed on the day of presentation of the subject. In the Virtual Campus, the students will be able to find the detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper follow-up of the subject. In the event of a change in teaching modality due to force majeure according to the competent authorities, the teaching staff will inform of the changes that will occur in the subject programming and teaching methodologies.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	15	0.6	1, 3, 4, 10, 5
Seminar	15	0.6	
Type: Supervised			
Tutorial meetings	10	0.4	10, 6, 7, 9
Type: Autonomous			
Self-organized work	63	2.52	1, 11, 3, 4, 10, 5

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

15 minutes of a class will be reserved, within the calendar established, for students to complete the teacher performance evaluation surveys and the module evaluation.

Note: The subject content will be sensitive to aspects related to the gender perspective and the use of inclusive language.

Annotation: 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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Class activities	20%	5	0.2	3, 4
Group presentations	30%	12	0.48	1, 11, 3, 4, 10, 5, 2, 6, 8, 7, 9
Individual written work	50%	30	1.2	1, 11, 3, 4, 6

Continuous assessment

The continuous assessment system for the subject is based on the following percentages:

- Individual course work, 50% of the final grade. The final work will be assessed on a topic related to the subject, according to the student's interests.
- Group presentations, 30% of the final grade. The group work will be assessed on a topic or reading related to the subject.
- Class activities, 20% of the final grade. Practical activities that can be carried out in class will be assessed.

Single assessment

This module does not provide for the single assessment system.

Continuous assessment resit

Students will have the right to recover the subject if they have been assessed for the set of activities whose weight is equivalent to a minimum of 2/3 of the total grade for the module. To be able to retake the module, you must have obtained an average grade of 3.5 or higher.

The retake test will consist of a written test to assess theoretical knowledge.

Not assessable

A student who has not submitted two or none of the three assessment tests will be classified as not assessable.

Plagiarism

If the student commits any irregularity that could lead to a significant variation in the grade of an assessment,

this assessment will be graded 0, regardless of the disciplinary process that may be instructed. In the event that several irregularities occur in the assessment acts of the same subject, the final grade for this subject will be 0.

Artificial Intelligence

For this subject, the use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as bibliographic or information searches, text correction or translations. Students must clearly identify which parts have been generated with this technology, specify the tools used and include a critical reflection on how these have influenced the process and final result of the activity. The lack of transparency in the use of AI in this assessable activity will be considered a lack of academic honesty and may lead to a partial or total penalty in the grade of the activity, or greater sanctions in serious cases.

Bibliography

The course readings will be established from the references included below and from other references that will be chosen at the beginning of the course according to the interests and demands of the students.

Bennett, W. Lance i Alexandra Segerberg (2013): *The Logic of connective action: digital media and the personalization of contentious politics*. Cambridge: Cambridge University Press.

Berrocal, Salomé (coord) (2017): *Politainment. La política del espectáculo en los medios de comunicación*. Valencia: Tirant lo Blanch

Brants, Kees i Katrin Voltmer (eds) (2011): *Political Communication in Postmodern Democracy. Challenging the Primacy of Politics*. Basingstoke: Palgrave Macmillan.
<https://ebookcentral-proquest-com.are.uab.cat/lib/uab/detail.action?docID=652474> (Consulta 10 de juliol de 2020).

Grossi, Giorgio (2007): *La opinión pública. Teoría del campo demoscópico*. Madrid: Centro de Investigaciones Sociológicas.

JONES, Jeffrey (2004): *Entertaining Politics: New Political Television and Civic Culture*. Rowman & Littlefield, Lanham.

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 10 de juliol de 2020).

O'Donnell, H. (2007): *Noticias y ciudadanía :El telespectador, el poder y el debate público*. Madrid: Ediciones de la Torre.

Perloff, Richard M (2014): *The Dynamics of Political Communication. Media and Politics in a Digital Age*. Nova York: Routledge.

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

Salmon, Christian (2008): *Storytelling: la máquina de fabricar historias y formatear las mentes*. Ediciones Península, Barcelona.

Semetko, Holli A. i Margaret Scammell, eds. (2012): *The SAGE Handbook of Political Communication*. London: SAGE Publications.

Thussu, Daya K. (2007): *News as entertainment. The rise of global infotainment*. London: SAGE Publications.

UNESCO (2018): Journalism, fake news and disinformation. (Disponible en línea a <https://en.unesco.org/fightfakenews>)

VAN ZONEN, Liesbet (2005). *Entertaining the Citizen. When Politics and Popular Culture Converge*. Rowman & Littlefield Publishers, Inc., Lanham, MD.

Welch, Stephen (2013): *The Theory of Political Culture*. Oxford, UK: Oxford University Press.

Software

No specific software is required.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(TEm) Theory (master)	40	Spanish	first semester	afternoon