

Degree programme	Type	Course
Communication in Organisations	OP	4

Contact lecturer

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Group languages

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

Prerequisites

The student must have the habit of reading the general press, with special attention to national and international political news, as well as opinion articles or the follow-up of debates and television and radio talk shows on political issues understood in a broader sense.

The student must have an acceptable command of the English language, which allows him to understand documents written in that language.

The student must have basic notions of descriptive statistics (understand how to read tables with percentages and frequencies) as well as know how to interpret relationships between variables (double entry tables, typologies, etc ...).

The Catalan and Spanish language is the vehicular tool of written and oral expression of the subject. In this sense, correction in the use of language is an indispensable requirement, especially in the discursive, reasoning and discussion aspects, orthographic and grammatical correction, as well as adequacy, coherence and cohesion.

Objectives

The subject aims to provide the basic conceptual tools for the analysis and understanding of political communication and its different actors and functions, in contemporary societies and strategic planning of political discourse and analysis of the use of communication in government organizations and public institutions. The role of political communication will be explained, a historical introduction will be given and the main characteristics of political propaganda will be shown, from Nazi and fascist, to Political Marketing 2.0, the concept of Democracy 3.0 or public communication.

Learning outcomes

1. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.
2. Interpret and discuss documents on the main theories of political science and the organisation of political propaganda.
3. Display knowledge of the political context in order to develop critical thinking skills and generate original ideas about that context.
4. Present the objectives of governmental institutions, political parties, etc. to all kinds of audiences.
5. Present a summary of the studies made, orally, in writing, or using other means of communication.
6. Analyse information processes and the currents and theories that underpin them in the process of

- planning and executing political communication.
7. Display knowledge of how public actors' communicative strategies are devised and spread through the organisations they work in.
 8. Respect the ideas, ethnic groups, religions, cultures, etc., of all collectives when planning and organising communication by political organisations.
 9. Analyse a situation and identify its points for improvement.
 10. Identify situations in which a change or improvement is needed.
 11. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
 12. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.
 13. Identify the main inequalities and discriminations in terms of sex/gender present in society.
 14. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.

Contents

1. Power, politics and democracy

- Institutionalization of political communication as a discipline.
- Models of political and media systems.
- Citizenship, persuasive processes and public opinion.
- *Zoon politics*, public sphere and democracy 3.0.
- Characteristics of political propaganda.
- Political consulting: relations between the political system and the media system.

2. Marketing and political communication

- Political marketing as a comprehensive model of communication.
- Political communication actors: politicians, public opinion, spin doctors, journalists, the media, social movements and opinion leaders.
- The media construction of the political agenda: from the agenda-setting to the agenda-building.
- Politics and politics: party political communication vs. institutional political communication.
- Marketing and leadership: from party political communication to candidate political communication.

3. Instruments of political communication

- Storytelling and storytelling: political discourse as narrative.
- The legitimacy of the candidate and the potential to communicate.
- Advertising: the Americanization of political communication.
- The polls: from the media frame to the construction of the vox populi.
- The election campaign, the permanent campaign and the valorization of the government action.
- Citizens, voters, audiences or targets: the use of data in political communication.

4. Media spectrum, political communication and democracy

- Political communication 2.0: a cyber-democracy of prosumers.
- From infotainment to politainment.
- City branding: the city brand as a strategy for institutional political communication.
- Electoral systems, participation and electoral behavior.
- Journalism and political communication: media construction of the political agenda.

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

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Reading and preparation of texts that will be the subject of seminars	25	1	1, 2, 3, 5
Individualized follow-up tutorials and in small groups	6	0.24	1, 8, 9
Master classes, lectures, viewing of audiovisual pieces, presentation of cases.	30	1.2	2, 3, 5, 8, 9
Study of the syllabus of the subject	12	0.48	1
Exercises and practices in class, analysis of practical cases, presentation of works.	15	0.6	1, 5, 8, 9, 10, 11, 12, 13, 14
Seminar readings	40	1.6	1, 2, 5, 6, 8
Preparation and writing of works	15	0.6	1, 2, 5, 6, 9, 10

This course is worth 6 ECTS, that is, it entails a total student workload of 150 hours, distributed as follows:

- Directed activities (30% and 46 h): classroom activities with the presence and guidance of the lecturer, which may consist of lectures, seminars discussing compulsory readings in small groups oriented towards practical issues, work on practical cases related to the course syllabus, and the possibility of occasional tests.
- Supervised activities (30% and 45 h): activities outside the classroom carried out by the student in accordance with a work plan designed and subsequently supervised and assessed by the teaching staff. This also includes joint tutorials and other similar course-monitoring activities (in person or online).
- Autonomous activities (35% and 52 h): the student's autonomous activities in accordance with the requirements of the course, such as basic and complementary readings, study of class notes, or any other activities that complement the training achieved in this course.
- Assessment activities (5% and 7 h).

The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will also be available on the course's Virtual Campus, where students will find the various teaching materials and all the information necessary for the proper monitoring of the course. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any changes to the course schedule and teaching methodologies.

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes

Active participation in seminars	10%	1	0.04	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Dissertation/presentation on an agreed topic or text	40%	3	0.12	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Individual or team work	50%	3	0.12	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14

Continuous assessment

50% of the grade will correspond to the course project, individual or in a team, duly proposed and agreed. It must be prepared and submitted in the final sessions of the course. The project will be presented, debated and defended in class.

The remaining 50% of the grade will correspond to the interventions and attendance during the seminars and the presentation of a reading (10%), and to a written individual dissertation on an agreed topic or text (40%) on the subject matter covered during the course.

Students will be entitled to reassessment of the course if they have been assessed on a set of activities accounting for at least two-thirds of the total course grade. The activity excluded from the reassessment process is active participation in the seminars and the course Project.

Single assessment

50% will correspond to an in-person theory test. It must be passed (5 or more points out of 10) to pass the course (essential requirement). The test will be held during the exam period.

20% will correspond to the resolution of a practical case that will be proposed at the beginning of the semester and must be submitted on the date of the in-person written test.

30% will correspond to an individual dissertation on an agreed topic or text based on the set of readings worked on during the course. This dissertation must be defended in class on the day of the written test.

Students will be entitled to reassessment of the course if they have been assessed on a set of activities accounting for at least two-thirds of the total course grade.

Assessment of students in their second or subsequent enrolment (synthesis test)

In accordance with Article 267.2 of the UAB Academic Regulations, students in their second or subsequent enrolment may opt for a synthesis test. This is a different option from single assessment: the synthesis test consists of a single written exam that assesses the whole content of the course and whose grade constitutes 100% of the final grade. It will be held on the same date as the written test of the continuous assessment model. Students who opt for this option must notify the teaching staff by email, within the period established at the start of the course, and will not be assessed through the other activities. Students who sat it and failed will be entitled to reassessment by means of a test of the same nature.

Not assessable

According to point 9 of Article 266 of the UAB Academic Regulations, when it is considered that the student has not been able to provide sufficient assessment evidence, the course will be graded as 'not assessable'. In this course, a 'not assessable' grade will be assigned when the student has neither submitted the course project nor carried out the dissertation.

Plagiarism and irregularities

If a student commits any irregularity that may lead to a significant variation in the grade of an assessment act, this assessment act will be graded with 0, irrespective of any disciplinary process that may be initiated. If several irregularities occur in the assessment acts of the same course, the final grade for that course will be 0.

Use of artificial intelligence

The use of Artificial Intelligence in this course is limited to the assessment activities relating to the course project and the preparation of the oral presentation of seminar readings. Specifically, AI tools, both textual and visual, may help you to generate and sketch ideas, contextualise concepts, propose prototypes or combine elements in an innovative or alternative way. If these tools are used, their use must be clearly stated and correctly cited in the preparation of the work. This means indicating, in each section of the submitted activity, which tools have been used, the objectives, the prompts employed, the response obtained and the process followed to review and edit its output. Remember also that, when using generative AI tools, you must not provide personal, confidential or intellectual-property-protected information. Please note that inappropriate use of generative AI, such as failing to review the response obtained or failing to cite the tools used, will be considered irregular conduct in the assessment and may lead to the failure of the activity or assessment act. If in doubt, consult the teaching staff.

Action in cases of suspected irregularities

The teaching staff may carry out actions to confirm the authorship of a practical activity, assignment, etc. Any student suspected of submitting tasks generated by AI, produced by other people or copied; that include AI-generated content without referencing, or that fall outside the permitted cases, may be asked for the preliminary work or other materials that can demonstrate that it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. The teaching staff may also use AI-detection systems or carry out any verification tasks they deem appropriate. If, after review, irregularities are detected, the work may be graded with a zero and the student may be subject to further disciplinary measures.

Bibliography

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Software

The Virtual Campus platform, word processors, spreadsheets, social platforms and audiovisual.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	7	Catalan	first semester	afternoon
(SEM) Seminars	71	Catalan	first semester	afternoon