

| 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

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

- Analyze the processes involved in the creation of public opinion.
- Analyze the contribution and influence of the media on democracy.
- Identify political actors (in a broad sense of the term) and civil society, and establish their relationships with the media.
- Reflect on new phenomena related to public opinion in the digital public sphere.

## Learning outcomes

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

## Contents

1. An approach to the concept of public opinion
2. Mass media and public opinion
3. Political communication and electoral campaigns
4. Internet and the digital public sphere

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

## Learning activities and methodology

| Title | Hours | ECTS | Learning outcomes |
|-------|-------|------|-------------------|
|-------|-------|------|-------------------|

|                                 |    |      |         |
|---------------------------------|----|------|---------|
| Personal study                  | 54 | 2.16 | 3, 4    |
| Seminars                        | 14 | 0.56 | 1, 2, 3 |
| Theory and classroom activities | 30 | 1.2  | 1, 3    |

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.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find the various teaching materials deemed appropriate by the instructors and necessary information for effective course monitoring.

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 |
|-------------------|-------------------------|-------|------|-------------------|
| Oral presentation | 15 % in the final grade | 22    | 0.88 | 1, 2, 3, 4        |
| Synthesis exam    | 50% on the final grade  | 4     | 0.16 | 1, 3              |
| Seminar           | 35 % in the final grade | 26    | 1.04 | 1, 3, 4           |

#### Continuous assessment

Theoretical exam: 50%

Paper review: 15%

Seminar: Oral presentation of an individual or group project on a topic related to the subject: 35%

#### Single assessment

Theoretical exam: 50%

Individual project on a topic related to the subject: 35%

Paper review: 15%

To pass the course, students must obtain a minimum score of 4 in the synthesis exam.

The following activities are excluded from the resit process: the seminar and the project.

Not evaluable

Students who do not take the theoretical test, do not submit the activities to class or do not do the individual or group work.

Resit for continuous assessment

Theoretical knowledge exam

The following activities are excluded from the resit process: the seminar, class participation activities, and the individual course project.

Students will have the right to resit the course if they have been assessed in activities that account for at least two-thirds of the total course grade. To be eligible for the resit, students must have obtained an average grade of 3.5 or higher.

Resit for single assessment

Theoretical knowledge exam

The following activities are excluded from the resit process: the seminar, class participation activities, and the individual course project.

Students enrolled for the second time: final assessment

In the case of second-time enrollment, students may take a single synthesis exam at the end of the semester. The final course grade will be the grade obtained on that 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.

AI

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for Support tasks, such as bibliographic or information searches, text correction, or translations. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities.

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action.

## Bibliography

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

Chadwick, Andrew. 2017. *The Hybrid Media System: Politics and Power*. 2nd ed. New York: Oxford University Press.

Curran, James. 2011. *Media and Democracy*. Abingdon, Oxon: Routledge.

Donsbach, Wolfgang & Michael W. Traugott, eds. 2008. *The Sage Handbook of Public Opinion Research*. London-Thousand Oaks: Sage.

Esser, Frank & Jesper Strömbäck, eds. 2014. *Meditatization 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.

Lippmann, W. (2017). *Public opinion*. Routledge.

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

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## 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  | second semester | afternoon |
| (SEM) Seminars   | 71    | Catalan  | second semester | afternoon |