

Political Communication

Code: 103860
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	4	0

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

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

Temary

- 1- Introductory aspects, basic concepts
- 2- Function of political communication
- 3- Historical introduction
- 4- Nazi and Fascist Propaganda
- 5- The catch-all parties: from propaganda to political marketing
- 6- Internet and politics: political marketing 2.0
- 7- New challenges, new spaces and new participations: Democràcia 3.0
- 8- Public communication

This content may be provided (or not) in the order indicated. The content of the different teaching sessions will be before the beginning of the subject, in an Extended Teaching Document, which will be available in the Virtual Campus. All the indicated topics will be discussed in the scheduled sessions and all of them will enter the corresponding evaluations to be done at each moment.

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

Methodology

The basis of the teaching methodology will be to achieve autonomous learning by the students. The academic activity supervised by the teacher, with a constant and active participation of the students, will allow the students to assume the generic and specific competences that will arise in the subject, achieving, in this way, to fulfill the formulated objectives.

The subject is divided into a series of lectures, seminars and / or conferences and / or specific conferences that provide the theoretical and methodological basis and serve as a link and guide to carry out the learning activities (practical classes) and self-learning that are essential in the design of the subject.

Classes of theoretical nature and learning activities will allow the student to assume the purposes of the subject

The practices that are carried out must also have their identification with the theoretical debates that arise in the subject. In this way, there will be a common thread in the whole subject so that students can grow intellectually and in their training.

The use of the Virtual Campus will be key in the subject. Students can have access at all times to all activities that are developed and teaching materials.

The tutorials are considered as a fundamental aspect for the guidance and development of student learning. On the other hand, all communications of the students to the Teaching Staff will be done only and exclusively through the official emails of the teaching staff and the subject (and in no case through the Virtual Campus).

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

The evaluation of the subject will have 4 clearly differentiated parts:

Activity A. Analysis of a campaign (group). It is worth 15% of the final grade

Activity B. Creation of a campaign (group). It is worth 15% of the final grade

Activity C. Content test (individual). It is worth 40% of the final grade

Activity D. Paper - scientific article (individual). It is worth 20% of the final grade

In addition, 10% of the grade will be the participation of students in class.

The specific content of the different activities will be established and published, before the beginning of the subject, in an Extended Teaching Plan, which will be available in the Virtual Campus.

Calendar of evaluable tests:

Session 6: Presentation analysis of a campaign and delivery of the corresponding report.

Session 11: Content test

Session 14: Campaign presentation and delivery of the campaign creation report

Session 18: Delivery of the paper (scientific article)

Note: this calendar will be maintained as long as there are no variations due to a better teaching organization, or changes resulting from alterations in the teaching days that are not attributable to the teaching team of this subject.

When dealing with continuous assessment, attendance in the classroom is required and to pass the subject it is mandatory to perform all the tests set.

Recovery

During the last two weeks of the course there will be a recovery of a maximum of 2 parts of the 4 evaluated (content and paper test), provided that the other two are approved.

Content test recovery:

The student who suspends the theory part, that is to say, the content test, will have the option to take a test of recovery, which will be equally written, with the same format as the previous test, and to celebrate, during the period of activities of recovery, on the date and circumstances that are determined.

The compulsory condition to qualify for this recovery of the theory part is to have submitted to the first written test of evaluation of theoretical knowledge programmed in the subject and have suspended it with a grade equal to or less than 3.5.

Paper recovery:

The student who suspends the paper or scientific article will have the option to submit to a test of recovery, substitution and to celebrate, during the period of recovery activities, on the date and circumstances that are determined.

The compulsory condition to qualify for this recovery of the theory part is to have submitted the paper and have it suspended with a grade equal to or greater than 3.5.

The grade obtained in the recovery -which does not average with the grade obtained in the previous tests will be the final one regarding the evaluation

Review of notes:

The note is made public through the Virtual Campus. From this moment, the students have a week to request, by e-mail, a tutorial with the corresponding teacher (responsible for the evaluation of the concrete test) to analyze and discuss the test score recently evaluated. After one week from the date of publication of a note, no application for a review of the grade will no longer be accepted.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Paper	20%	3	0.12	1, 3, 14, 4, 6, 7, 8, 9, 10, 11, 13
Participation	10%	3	0.12	1, 3, 14, 6, 7, 9
analysis of an election campaign	15 %	12	0.48	3, 14, 4, 6, 7, 8, 10, 11, 12, 13
content test	40 %	3	0.12	1, 2, 3, 14, 6, 7, 8, 9, 10, 13, 5
creation of an electoral campaign	15 %	12	0.48	1, 3, 14, 4, 6, 7, 8, 9, 13

Bibliography

Essential bibliography

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George Lakoff ; *No pienses en un elefante : lenguaje y debate político*, Madrid : Editorial Complutense : Foro Complutense, 2007

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Complementary Bibliography

Aparici, Roberto y David García-Marín (coords.) *La Posverdad : una cartografía de los medios, las redes y la política*. Barcelona: Gedisa Editorial, 2019.

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