Universidad de Navarra

International Communication & Public Opinion (Gr. RRII+Derecho)

Guía docente 2026-27

PRESENTATION

Brief description:

- **Degree:** International Communication & Public Opinion
- **Module/Subject:** Module II.Structures of international relations international relations/ Subject 1.International Politics (18 ECTS OB)
- **ECTS:** 6
- **Year, semester**: Third year of the double degree in RRII+Law/History. First semester
- **Character:** Compulsory
- **Professors:** Dr. María Fernanda Novoa Jaso (mnovoa@unav.es) and Dr. Aurken Sierra Iso (aurken@unav.es)
- **Language**: English
- **Lecture room, timetable:** Tuesday from 10:00 AM to 12:00 PM in **Room 4** (Amigos Building)/ Wednesday from 12:00 PM to 2:00 PM in **Room 10** (Amigos Building)

LEARNING OUTCOMES (Competencies)

GENERAL COMPETENCIES

GC01 - Analyse, assess and reason different international situations in the light of the knowledge acquired.

GC02 - Negotiate, mediate, persuade and communicate assertively in the field of international relations.

GC03 - Drafting and interpreting legal texts, especially in the field of public international law.

GC04 - Use English appropriately according to the scientific and academic terminology specific to International Relations.

GC05 - Knowing how to express oneself orally correctly and appropriately on international issues.

CG08 - Skillfully handle the new information and communication technologies, applying them to international relations.

BASIC COMPETENCES

CB2 - That students know how to apply their knowledge to their work or vocation in a professional way and possess the competences that are usually demonstrated by means of the

and problem solving in their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, economic, political and social issues.

on relevant social, scientific or ethical issues.

CB4 - Students are able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

SPECIFIC COMPETENCES

CE02 - To analyse the nature and characteristics of relations between international actors and particularly between states.

CE03 - Knowing and understanding the main elements that define the foreign policy of States.

CE06 - Differentiate the different competences and functions of the state, international organisations and non-state actors in the international system.

CE13 - Knowing and analysing contemporary political theories and ideologies.

CE16 - Analyse the different international conflicts, their causes, development and effects on countries and international society.

CE21 - Evaluate possible solutions to international conflicts.

CE23 - Analyse the political, legal, socio-cultural, economic and technological environment as a conditioning factor of industrial and business activity in any country in the world.

PROGRAM

PART ONE: MAIN CONCEPTS OF COMMUNICATION AND PUBLIC OPINION

I. Communication and Globalization

II. Conceptualization and historical development of Public Opinion

1. A conceptual approach

2. A journey through the notions of Public and Opinion: key concepts

3. An approach to study from the social sciences

4. The effects of the media

5. Methods of Measuring Public Opinion

III. Characteristics of International Communication

1. The Significance of International Communication

2. Paradigms of international communication

3. Characteristics of International Communication

4. International Communication Activities

5. Areas of Activity in International Communication

6. Theorization of International Communication

7. International mass media and media system

PART TWO: INTERNATIONAL COMMUNICATION AS INTEGRATED SYSTEM

IV. Cultural Aspects and International Communication

1. The creation of large communication groups

2. The dominance of American audiovisual products: film and television

3. The so-called cultural industries and the predominance of some countries over others

V. Politics and Propaganda in International Communication

1. Context: evolution of the influence of states on public opinion

2. Propaganda

VI. Technology in International Communication

1. International connections

2. The digitization of the media and telecommunications

3. The Role of Artificial Intelligence

VII. Television: from national systems to the consolidation of a global phenomenon

VIII. International communication and terrorism

IX. News Agencies and Internacional Flow of International Information

X. New Media and New Conflicts

EDUCATIONAL ACTIVITIES

1. Theoretical Classes + personal study (150 hours)

The theoretical content will be attached every week on ADI. Students should watch the video or read the readings indicated by the lecturers before every session.

2. Practical sessions (30 hours)

- Students will be expected to attend and complete the practices that comprise the course.
- Students will deliver a short assignment consisting of answering questions about the content of the video or reading corresponding to the session.

3. Methodology in the Classroom

There will be debates, reading of texts or news, analysis of cases, videos, and group work.

ASSESSMENT

ORDINARY EXAMINATION

The final grade will be awarded according to the following criteria: The arithmetic mean of each part.

- The final exams will add up **60%** of the final grade: **30%** exemptive multiple-choice midterm exam (October)/ **30%** December exam (multiple-choice and essay questions).

- **20%** Practical sessions
- **20%** Participation and class attendance
- **+0.5** Voluntary essay
- It is necessary to pass the practical sessions and the exam to pass the course.

EXTRAORDINARY EXAMINATION (June)

- Students who do not pass the course in December will be able to do a final exam.
- Final exam (100%)

OFFICE HOURS

Office Hours:

Dr. María Fernanda Novoa: Tuesdays and Wednesdays, 4:00–6:00 pm (Office 0640, Department of Public Communication, Ismael Sánchez Bella building) or by appointment. Schedule an appointment here

Dr. Aurken Sierra: Wednesdays 12pm - 2 pm / Thursdays 9:00 am - 11:00 (Office 0621, Ismael Sánchez Bella building, Ground floor, left corridor). Schedule an appointment here

REFERENCES

Bibliography and Resources

Sánchez-Aranda y Novoa Jaso, MF (2021). International Communication and Public Opinion. Pamplona: Eunsa. Find it in the Library [Electronic resource]

International Communication (Useful references)

- Tuñón, J. (2017). *Comunicación internacional: información y desinformación global en el siglo XXI.* Madrid: Fragua. https://innopac.unav.es/record=b3456994~S1*spi Find it in the Library

Public Opinion (Useful references)

Price, V. (1992). *Public opinion.* (Vol. 4) Newbury Park: Sage. https://innopac.unav.es/record=b3094978~S1*spi Find it in the Library