Universidad de Navarra

Media and Politics

Teaching guide 2026-27

COURSE OVERVIEW

Course description: This course is designed to introduce students to the complex relationship between politics and media in different political systems. It explores how media systems operate and how they influence politics. Topics will range from ownership structures (who owns the media and why it matters), to elections, infotainment, social media, and propaganda.

- **Degree**: Journalism (Global Journalism Program)
- **Module/Subject**: Module I: Fundamentals of Communication and Journalism. Subject 2: History of Communication.
- **Number of credits**: 6 ECTS
- **Year**: 3rd year, 1st semester
- **Type of course**: Compulsory
- **Instructors**: Adriana Gordejuela (agordejuela@unav.es) and Mariola Moreno (mmorenoc@unav.es)
- **Language**: English
- **Lecture schedule**: Monday 10 am - 11:45 am (Room 2, Fcom) and Tuesday 10 am - 11:45 am (Room 12, Fcom).

LEARNING OUTCOMES (Competencies)

Course competencies:

As a result of attending this course and participating in the learning activities, students will:

- Become familiar with the basic concepts in political communication
- Be aware of the interactions between the actors engaged in this field
- Acquire a global vision of the media and political systems
- Recognise the basic principles and main trends of communication from political parties, governments and public institutions
- Understand the importance of elections in political ground from a communication point of view

1.KNOWLEDGE

RA2 - Understanding and valuing communication in history, economics and business, law, ethics and technology.

RA5 - Being familiar with the defining elements of modern society, specifically those pertaining to social, political and economic questions as they relate to current affairs.

RA6 - Defining and understanding the evolution of different contemporary journalistic forms and traditions in Spain, Europe and the world throughout history, as well the theories, concepts and schools of thought that address these forms and traditions.

2.SKILLS

RA27 - Interpreting and valuing the historic evolution of contemporary world affairs and understanding the political, economic, social and cultural parameters that affect a good communicator's work.

Skills and attitudes:

- Develop the capacity to analyse political issues.
- Develop a critical assessment on the press coverage of politics.
- Develop the analytical capacity required to communicate political messages from public institutions.
- Develop the capacity for understanding and developing political information through the media.
- Develop the ability to organize complex communicative knowledge in a coherent manner and its interrelation with other social, human and technological sciences, as well as with the methods and techniques of these disciplines.

Results of learning:

- Knowledge of the basic terms related to the competences already described and checked by the final exam and the assignments asked during the term.
- Awareness of the current techniques in political communication and understanding their development.
- Elaboration of a number of assignments in which the capacity of argumentation, analysis, and reflection is proven.
- Active participation in class and in tasks carried out putside of class.

TOPICS

1.- Introduction: Media and Politics

Describing the relationship between journalists and polticians

2.- Emerging Trends in Media

2.1 Professional attitudes in media coverage

2.2 Media effects (Agenda Setting, Priming and Framing)

2.3 The changing media environment: new media technologies

2.4 Partisan Media, Selective Exposure and Echo Chambers

2.5 Fake News and Misinformation. Fact checking.

3.- Media Democracies

3.1. The role of the media.

3.2 Mediatization of politics.

3.3. Comparing media systems worldwide

3.4. Entertainment Media and Soft news (Infotainment - Politainmnent)

4.- Media and Elections

4.1 What is an election campaign?

4.2. Political Marketing

4.3. Objectives and timing: basic aspects in a campaign

4.4. The campaign plan: 4 phases

4.5. Political Debates

4.6. Political Advertising

4.7. Trends: personalization, popularization

EDUCATIONAL ACTIVITIES

1. Lectures (52 hours)

2. Guided work and others (e.g. readings and assignments) (38 hours)

3. Personal study (56 hours)

4. Exams (4 hours)

Total: 150 hours

ASSESSMENT

ORDINARY SESSION EXAM

- **60% Final exam** - December 2, 12 pm (room TBD). **December exam calendar**
- **30% Media campaign case study**: Working in groups, students will select a case study of a successful or controversial political media campaign. The main goal is to evaluate the campaign's success, highlighting its achievements and mistakes while providing valid arguments. Students will research their case using reliable sources, before presenting it to the class.
- **10% Attendance and participation** (including class activities, readings, and the like)

EXTRAORDINARY SESSION EXAM

- **70% Final exam** - June 10, 12 pm (room TBD). **June exam calendar**
- **30% Media campaign case study** (the grade from the orddinary session will be saved)

Failing the final exam in December, or scoring less than a 5 on any section average, will result in retaking the exam in June.

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***** Please note that any attempt at fraud, copying, plagiarism or other misconduct constitutes a serious offence, as set out in Title IV, "Academic Disciplinary Rules for Students", of the University of Navarra's Code of Conduct.***

***** Spelling and grammatical accuracy will be observed in all tasks and tests.***

If you are feeling unwell and unable to attend class, **there is no need to provide your medical records**. Such records contain sensitive personal information, and professors should not request or retain them. A brief note signed by your doctor confirming that you attended a medical appointment should suffice.

OFFICE HOURS

Prof. Adriana Gordejuela (agordejuela@unav.es)

- Office 0541. Edificio Ismael Sánchez Bella. Planta baja.
- Make an appointment.

Prof. Mariola Moreno (mmorenoc@unav.es)

- Office 1100. Edificio Ismael Sánchez Bella. Primera planta.
- Make an appointment.

BIBLIOGRAPHY AND RESOURCES

Working materials in a variety of formats (texts, videos, podcasts, etc.) will be provided in class.

Additional bibliography

Canel, M.J. (2006). *Comunicación política: una guía para su estudio y práctica*. Tecnos.

Kenski, K,, & K. H. Jamieson (eds) (2014). *The Oxford Handbook of Political Communication.* Oxford Handbooks.

McNair B. (2018). *An introduction to political communication* (Sixth). Routledge.