



## INTRODUCTION

**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.

- **Titulación:** Journalism (Global Journalism Program)
- **Módulo/Materia:** Módulo I: Fundamentos de la Comunicación y del Periodismo. Materia 2. Historia de la Comunicación.
- **ECTS:** 6 ECTS
- **Curso, semestre:** 3rd year, 1st semester
- **Carácter:** Compulsory
- **Profesorado:** Adriana Gordejuela ([agordejuela@unav.es](mailto:agordejuela@unav.es)) and Carlos Lancho ([clancho@unav.es](mailto:clancho@unav.es))
- **Idioma:** English
- **Aula, Horario:** Room 11, Monday 12pm - 1:45pm **and** Room 12, Tuesday 10am - 11:45am.

## COMPETENCES

### Course competences:

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

### Degree competences:

CB3 - Students should be able to gather and interpret relevant data (normally within their field of study) in order to make judgments that encompass consideration of social, scientific and ethical topics.

CB4 - Students can convey information, ideas, problems and solutions to a specialized and non-specialized audience.

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



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CG2 - Understanding, analyzing and critically evaluating the defining elements of human beings and contemporary society from anthropological, historical, cultural, political, social and economic points of view.

CE6 - Being familiar with the defining elements of modern society, specifically those pertaining to social, political and economic questions as they relate to current affairs.

#### **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 outside of class.

## **SYLLABUS**

### **1.- Introduction: Media and Politics**

Describing the relationship between journalists and politicians

### **2.- Media Democracies**

2.1. The role of the media.

2.2 Mediatization of politics.

2.3. Comparing media systems worldwide

2.4. Entertainment Media and Soft news (Infotainment - Politainment)

2.5. Journalists' attitudes and professionalism in media coverage

2.6. Media effects (Agenda Setting, Priming and Framing)



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### **3.- Emerging Trends in Media**

- 3.1 The changing media environment: new media technologies
- 3.2 Partisan Media, Selective Exposure and Echo Chambers
- 3.3 Fake News and Misinformation. Fact checking.

### **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

CONCLUSION: *The future of political communication*

## **COURSEWORK**

- 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**

- **70%** Final exam
- **20%** Group activity
- **10%** Attendance and participation (including class activities, readings, and the like)



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## EXTRAORDINARY SESSION EXAM

- **80%** Final exam
- **20%** Practical exercises (readings, assignments, and the like)

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

The School of Communication promotes the ethical use of documentary sources and information resources. For this reason, **plagiarism** is not permitted and will be penalized in all assignments, exercises and exams. Plagiarism is considered to be the submission of a work that reproduces, in whole or in part, the textual, graphic and/or audiovisual content of others without proper attribution.

## OFFICE HOURS

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- Office 0541. Edificio Ismael Sánchez Bella. Planta baja.
- [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.