

25346 - Political and electoral communication

Información del Plan Docente

Academic Year	2016/17
Academic center	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	6.0
Course	
Period	Four-month period
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

5.2.Learning activities

- Theoretical lectures.
- Practical lectures.

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- Individual work.
- Personal study.
- Assessment activities.

5.3.Program

1. Structures of contemporary political communication.

1.1. Communication and politics.

1.2 Political and institutional communication.

1.3 The political communication office.

2. The role of the mass media and of new technologies in the construction of the symbolic representation of politics.

2.1 Traditional media: press, radio, TV

2.2 Teledemocracies

2.3 Interruptive television: entertainment or political communication?

2.4 Emerging media: social media: FACEBOOK, TWITTER, YOUTUBE, LINKEDIN, MYSPACE.

2.5 Public activism and political mobilisation: SMS

3. Formats for electoral communication and the potential effect on the public. The influence of the US.

3.1 The pre-campaign and the campaign

3.2 Management of the electoral campaign: the campaign public relations office

3.3 Image of the political party, of the candidate and the manifesto

3.4 The electoral message

3.5 Television formats: debate, *infotainment*, *talk shows*, *late night shows*, *info/satire shows*.

3.6 The adaptation of the political discourse

3.7 The classic rally

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3.8 The electoral polls

3.9 Case study: Elections (local, regional, legislative, European)

4. Press and media relation and conditioning processes concerning political actors and institutions

4.1 The relationship between journalists and politicians: A necessary relationship

4.2 Positioning of publishing groups

5. Code of ethics for political communication professionals.

5.4.Planning and scheduling

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

5.5.Bibliography and recommended resources

The recommended bibliography can be found on the University of Zaragoza Library website (<http://psfunizar7.unizar.es/br13/eGrados.php?id=139&p=1>)