

25346 - Political and electoral communication

Syllabus Information

Academic year: 2023/24

Subject: 25346 - Political and electoral communication

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 272 - Degree in Journalism

ECTS: 6.0

Year:

Semester: Second Four-month period

Subject type: Optional

Module:

1. General information

The subject provides the competences to understand and analyse the communication processes of the different political actors, especially during electoral campaigns, and to elaborate persuasive communication products, adapted to the communication strategies and tactics of political parties, electoral candidates, governments and social movements.}

The approaches and goals of the subject are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the learning results will contribute to some extent to the achievement of goals 4, 5, 10, 16 and 17.

2. Learning results

The learning results derive directly from the acquisition of the following competencies:

- Understand and manage a knowledge and process support to interpret, contextualize and analyze the communication processes between different contemporary political actors.
- Understand and apply a set of knowledge to explain and disclose in journalistic information the strategies and tactics of government , political parties, electoral candidates and political institutions.

3. Syllabus

1. Contemporary political communication: characteristics, structure, consultants and trends.
2. Role of the media and technologies in the construction of political discourse.
3. Electoral communication: formats and impact on citizens.
4. Persuasion and leadership in political communication.
5. Relationship and conditioning of journalists and the media with respect to political actors and institutions.
6. Disinformation and political and electoral communication.
7. Activism and political communication: social movements enter the public agenda.

4. Academic activities

Expository and participative classes.

Analysis of situations of relations between media and political communication actors.

Individual and group work of analysis and elaboration of political communication products. They focus, preferably, on electoral campaigns and on the processes of incorporation of social movements in political agendas Evaluation tests

5. Assessment system

First Call.

Global Assessment.

1. Written test: development of a topic on the contents of the subject, based on the critical analysis of some documents of text, images and audiovisuals. Value: 25% of the grade.
2. Practical test: preparation of a portfolio with exercises and practical activities on the contents of the course and original pieces of political and electoral communication. Value: 75 % of the grade.

Assessment criteria: relevance of the contents, capacity for critical analysis of the reality of political and electoral communication, quality of the contents and formal aspects of the communicative products, correctness in the writing and verbal and non-verbal communicative capacity in the pieces created.

Second Call

Global evaluation test identical to the first one.