



Universitat de Lleida

DEGREE CURRICULUM  
**POLITICAL COMMUNICATION  
AND PUBLIC OPINION**

Coordination: BENACH PASCUAL, ERNEST

Academic year 2020-21

## Subject's general information

<b>Subject name</b>	POLITICAL COMMUNICATION AND PUBLIC OPINION			
<b>Code</b>	101972			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	3	COMPULSORY	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA	TEORIA	
	<b>Number of credits</b>	3	3	
	<b>Number of groups</b>	1	1	
<b>Coordination</b>	BENACH PASCUAL, ERNEST			
<b>Department</b>	CATALAN STUDIES AND COMMUNICATION			
<b>Teaching load distribution between lectures and independent student work</b>	<p>During the course the so-called "master classes" will be combined with the Personalized tutoring, debates, practical work and tests Individual and / or group practices, as well as virtual classes, depending on the health circumstances of each moment.</p> <p>Each student will have to complete a series of readings, will attend complementary activities (conferences, events ...) that the professor establishes as compulsory, will carry out the indicated works, deliver the practices and / or indicated reviews and will conduct the final evaluation test.</p>			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Catalan. For some readings or practices, Spanish, English, French.			
<b>Distribution of credits</b>	HP 24 HNP 126			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
BENACH PASCUAL, ERNEST	ernest.benach@udl.cat	6	

## Subject's extra information

Attendance is mandatory

All class attendees must comply with the UdL Code of Ethics

All the planning of this teaching guide can be altered for health reasons either so that a confinement is decreed or so that 100% attendance can be recovered.

This course is based on the idea that politics activity is also a communication process. Parties, institutions, movements and citizens interact in a society greatly influenced by the media. For this reason, political communication, which goes further than propaganda and is living a rapid changing process because of the extension of the information society and the named Politics 2.0., need qualified professionals and new tools to move efficiently in three essential areas: the global political communication, the communication of political agents and the communication of public institutions. At the same time, it becomes a changing communicational space and much more interactive, where new figures and practices emerge, like of the citizen's journalism, in the context of a deep disrepute of the classic politics and its agents. Finally, the course includes an analysis of the ethical, technological and sociological dimension of a new way to do politics, still new, and a revision of the reason for the citizen's distancing from the traditional politics and politics communication.

## Learning objectives

- Identify the communicative processes in the field of politics and institutions.
- Describe the main theories about political communication and public opinion
- Develop adequate knowledge of the fundamental concepts and basic dynamics of any political communication process.
- Develop knowledge about the operation of communication cabinets
- Know the functioning mechanisms of public opinion and its influence on political communication

## Competences

### Generals

CG3. Applying theoretical knowledge in practical activities.

CG7. Developing a critical thinking and reasoning and knowing how to communicate them effectively.

CG8. Showing respect for the plurality of ideas.

### Especifics

CE4. Describing the main theories on the social means of communication sphere and their conceptual derivates.

CE7. Identifying and applying the ethical basis and professional deontology when engaging in tasks related to the media.

CE8. Applying the scientific method appropriately to the research in the communication field, as well as how to

present the results of the research process.

## Subject contents

1. Communication and political communication. The actors, the channels and the contents. How is an agenda built? What is leadership? Instruments of political communication. Political marketing and storytelling. Image, surveys, propaganda, campaign and new formulas.

Recommended bibliography:

"Communication and democratic and political regeneration". Lexikon papers. ACCIEP

"Hiperliderazgos" Antoni Gutiérrez-Rubí and Pol Morillas (Coords.) CIDOB IDEOGRAMA

2. Strategies and communication skills. The narration in various formats (written press, radio, television, internet), identity, reputation, time management and strategies. Society, media and politics 2.0 (changes, strategy, tools, content production).

Recommended bibliography:

- BADIA, FRANCESC GUTIÉRREZ-RUBÍ ANTONI (coordinators) The ecosystem of open democracy. Open Democracy

-Look, David. Samurai Journalism The keys to being a good political journalist. Barcelona, UOC Publishing, 2016.

-GUTIÉRREZ RUBÍ, Antoni. Technopolitics Bebookness, 2014. <http://www.gutierrez-rubi.es/2014/11/21/tecnopolitica-2/#descarga>.

3. The crisis of the traditional political system and journalism. The politics of parties, institutions, organizations and citizens. Vigilant journalism, participatory journalism and "superperiodisme". Is it possible to recover an honest and transparent policy? From utopias to indignation and mobilization.

Recommended bibliography:

- GORDILLO, SAÛL. Superperiodistes in the era of overinformation.

[https://books.google.com/books?id=FP-m\\_d2SYiMC&lpg=PP1&hl=ca&pg=PP1#v=onepage&q&f=false](https://books.google.com/books?id=FP-m_d2SYiMC&lpg=PP1&hl=ca&pg=PP1#v=onepage&q&f=false)

Hessel, STEPHANE. Outrage

Hessel, STEPHANE. Commit

4. Public opinion and the network society. Manuel Castells Analysis of the processes of formation of public opinion and its characteristics in the environment of the network society. Relations between journalists, politicians and citizens. The art of winning (and losing) elections. The fake news phenomenon

Recommended bibliography:

CASTELLS, MANUEL "The information age. I- The network society." Editorial Alliance

5. Institutions and institutional communication in a liquid society. Design, planning and communication of political and institutional campaigns. Communication of public institutions: internal, external and 2.0. Relations with the community, citizens and the media. Event organization. Protocol. Ethics in institutional communication and public relations.

Recommended bibliography:

URBINA Y DE LA QUINTANA, José Antonio de, The great book of the protocol, Ediciones Subjects de Hoy, S.A., Madrid, 2006.

<http://www.protocolo.org>

6. Definition, analysis and historical evolution of risk perception. Communication in risk situations and emergencies. Risk and emergency management through interpersonal relationships, the media and social

networks. Techniques, resources and ethics.

Recommended bibliography:

LÓPEZ Menacho, JAVIER. SOS 25 Cases to overcome a crisis of digital reputation (Manuals), Editorial UOC

WEBSITES TO VISIT AND CONSULT MANDATORY:

<https://www.ideograma.org/>

<https://www.upf.edu/web/polcom>

<http://www.compol.cat/>

<https://compolitica.com/>

<http://www.dircom.org/>

<https://www.ohlalacomunicacio.com/comunicacionade-crisi-gestionar/>

## Methodology

Teaching methodologies

- Master classes: presentation of the Contents of the subject orally by the teacher.
- Presentations: presentation of previously assigned class texts.
- Directed debate: it will promote Oral Expression and Comprehension in a group conversation in class.
- Lectures: public presentation on a topic made by an expert.
- Class activities: case analysis, critical reviews and / or revisions of the works.

The non-contact sessions will consist of the presentation of the result of the Works that will have been entrusted to the students in the previous face-to-face class, and the presentation by the teacher of the corresponding subject, which will be reinforced with some audiovisual projection.

“Information on data protection in the audiovisual register in the subject COMUNICACIÓ POLÍTICA I OPINIÓ PÚBLICA.

In accordance with current regulations on the protection of personal data, we inform you that:

- The organisation responsible for the recording and use of the image and voice is the University of Lleida -UdL- (contact details of the representative: General Secretariat. Plaza Víctor Siurana, 1, 25003 Lleida; [sg@udl.cat](mailto:sg@udl.cat); contact details of the data protection officer: [dpd@udl.cat](mailto:dpd@udl.cat)).
- The recorded images and voices shall be used exclusively for teaching purposes.
- The recorded images and voices shall be saved and preserved until the end of the current academic year, and shall be destroyed in accordance with the terms and conditions specified in the regulations on the preservation and disposal of administrative documents of the UdL, and the documentary evaluation tables approved by the Generalitat de Catalunya (<http://www.udl.cat/ca/serveis/arxiu/>).
- The voices and images are considered necessary to teach this subject, and teaching is a right and a duty of the teaching staff of the Universities, which they must exercise under academic freedom, as provided for in article 33.2 of the Organic Law of Universities (Ley Orgánica de Universidades) 6/2001, of December 21. For this reason, the UdL does not need the consent of the students to register their voices and images with the sole and exclusive purpose of teaching in this particular subject.
- The UdL shall not transfer the data to third parties, except in the cases strictly provided for by the Law.

- The student can access their data; request correction, deletion or portability; object to its processing and request its limitation, as long as it is compatible with the purposes of teaching, by writing to [dpd@udl.cat](mailto:dpd@udl.cat). You can also submit a complaint to the Catalan Data Protection Authority, via a mail to its website (<https://seu.apd.cat>) or other non-electronic means”.

## Development plan

### READINGS

The students will carry out the readings that have been indicated for each one of the topics that will be covered in the contents of the subject.

You will have to make a review of one of these three books, or alternatively of a television series with a high content of political communication:

**L'altra guerra de successió. Toni Aira. Los libros de la catarata 2020**

**Principi de realitat. Jordi Muñoz. L'Avenç 2020**

**Instagram en la construcció de la estratègia de lideratge polític. Diversos autors. GEDISA. 2020**

In the case of reviewing the book, the student must communicate to the teacher which book they have chosen, and in the case of the series, it will be necessary to have the teacher's authorization to do so.

### REVIEW OF SOME REQUIRED READING OR OF A SERIES OF POLITICAL CONTENT TELEVISION

1.-The reviews of the compulsory readings or of the television series corresponding to the subject must consist of a minimum of 3 pages and a maximum of 4, numbered and written in body 12 and 1'5 line spacing. The first page will correspond to the cover, which must contain:

Review title (can never be the same as the title of the reviewed work)

Student's name and surname

Student email address

Bibliographic record of the chosen book

2.-The reviews can be written in Catalan or Spanish. A precondition to the evaluation will be the spelling, grammar and stylistic correction.

3.-The content should be structured as a continuous text, ready to be published in a specialized medium. The evaluation of the review will be based on the optimal and free combination of descriptive and evaluative elements of the chosen work.

4.-At an orientative level, the elements to be dealt with in the review are the theme, structure and synthesis of the content of the book, and a duly argued critical evaluation of the student. The same applies in case a television series is chosen

5.- In the evaluation of the review, the comprehension of the book, or of the series analyzed, expressed by the student, their critical effort and the quality of the writing will be valued.

6.-If you have doubts about what a review is and what its structure is, you can consult this link:  
[http://wuster.uab.cat/web\\_argumenta\\_obert/unit\\_10/sot\\_1\\_00.html](http://wuster.uab.cat/web_argumenta_obert/unit_10/sot_1_00.html).

THE DEADLINE FOR THE PRESENTATION OF THE REVIEW IS **27.11.2020**

### COURSE WORK

The work can be done individually or in groups of a maximum of 3 people. The length of it will be between 10 and 12 pages, being able to reach 15 exceptionally.

The theme proposed to the students is to carry out the programming of the PARLIAMENT CHANNEL, understood as a thematic television channel where essentially political communication is the backbone of it, and where it will be necessary to program up to a maximum of 12 hours a day, seven days a week.

The proposal must incorporate, in addition to the grid of proposed programs, a brief explanation / justification thereof, as well as the lines of research used. A summary of the same will have to be made at the beginning of the work, not exceeding 10 lines in the language of the work (Catalan or Spanish) and the translation of the summary

into English. You must also incorporate the sources used (bibliographic, digital, interviews, field work ...) and the arguments used (statements, evidence, justifications, evidence, samples, citations ...). Attachments may be incorporated into it that will not count in the global extension of the work.

THE DEADLINE FOR THE PRESENTATION OF THE WORK IS

**FACE-TO-FACE SESSIONS:** 21.09, 05.10, 19.10, 02.11, 16.11, 30.11, 14.12, 11.01

**VIRTUAL SESSIONS:** 26.10, 09.11, 23.11, 21.12

## Evaluation

Review, 25%

Assistance, proactivity and participation in activities, 10%

Work, 40%

Exam, 25%. With the condition that TO EXCEED THE SUBJECT, THE EXAM MUST BE APPROVED OBLIGATORY.

Students who combine their studies with a full-time job have the right to request an alternative evaluation within 5 days of the beginning of the semester. For more information, send an email to [academic@lletres.udl.cat](mailto:academic@lletres.udl.cat) or contact the Secretariat of the Faculty of Letters.

## Bibliography

- AIRA, Toni. *L'altra guerra de successió*. Los libros de la catarata. 2020
- AIRA, Toni. CURTO, Víctor. ROM, Josep. *Comunicació política i d'institucions públiques*. Barcelona, Editorial UOC, 2009.
- BAUMAN, Zygmunt. Lyon, David. *Vigilancia líquida*. Barcelona, Espasa libros, 2013.
- BURGUEÑO, José Manuel. *Comunicación institucional para periodistas*. Barcelona, Editorial UOC, 2014.
- DD AA. *Política en serie. La ficción que inspira al poder*. Barcelona, Libros.com, 2016.
- GORDILLO, Saül. *Superperiodistes en l'era de la sobreinformació*. Barcelona, Editorial UOC, 2010.
- GIANSANTE, Gianluca. *La comunicación política online*. Barcelona, Editorial UOC, 2015.
- GUTIÉRREZ RUBÍ, Antoni. *La política vigilada. La comunicación política en la era de Wikileaks*. Barcelona, Editorial UOC, 2011.
- LAKOFF, George. *No pienses en un elefante. Lenguaje y debate político*. Madrid, Editorial Complutense, 2007.
- MIRÓ, David. *Periodisme samurai. Les claus per a ser un bon periodista polític*. Barcelona, Editorial UOC, 2016.
- MUÑOZ, Jordi. *Principi de realitat*. L'Avenç 2020
- PONT, Carles, GUTIERREZ-RUBÍ, Antoni, i altres autors. *Instagram en la construcció de la estratègia de lideratge polític*. GEDISA. 2020.
- PONT, Carles. *La comunicació d'emergències*. Barcelona, UOC, 2009.
- PONT, Carles. *Comunicació i crisi. La gestió de la comunicació públic en episodis d'emergència*. Barcelona, Editorial UOC, 2009.
- PONT, Carles. BERRIO, Jordi. *Comunicació i opinió pública. Política, periodisme i ciutadans*. Barcelona, Editorial UOC, 2015

-PUYAL, Joaquim Maria. *Aicnàlubma*. Barcelona, Columna Edicions, 2011.

-SALMON, Christian. *Storytelling. La máquina de fabricar historias y formatear mentes*. Barcelona, Ediciones Península, 2008.

-XIFRA, Jordi. *Tècniques de les relacions públiques*. Barcelona, Editorial UOC, 2007.

In the content section there is more bibliography, specific to each section of the subject.