

Course name: *Political communication and democracy*

Short description

The objective of this course is to give an overview about political communication, what it is and how it is composed to define its role in the construction of a democratic society.

Foundation

Understanding political communication is essential to every citizen for them to achieve freedom. Given that it allows individuals to decodify political messages and understand their effects on the rules of the political game and the everyday functioning of the democratic system is a fundamental tool.

Political communication goes beyond public discourse and posters, it entails languages, rituals, symbols and actions. In order to acquire a critical perspective of political messages it is necessary to comprehend what political communication really is and what is not; and, how it affects each and every domain of our political life

Objectives

- To raise awareness about political communication and its link with democracy.
- To develop analytical skills to understand political messages and their stages.
- To understand the patterns of political communication and its influence on citizens.
- To acquire the basic concepts for a legitimate political communication.
- To introduce students to cyber politics.

Basic bibliography for the elaboration of the course

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MAZZOLENI, Gianpietro (2010b), Languages, rituals and symbols of politics [original in Spanish: "Lenguajes, rituales y símbolos de la política"] in La comunicación política. Alianza Editorial, Madrid.

DURAN BARBA, Jaime y NIETO, Santiago (2006), A new vision of electoral campaigns [original in Spanish: "Una nueva visión de las campañas electorales"] in Mujer, sexualidad, internet y política. Los nuevos electores latinoamericanos. México Fondo de Cultura Económica.

FUNDACIÓN KONRAD ADENAUER y ASOCIACIÓN CIVIL DE ESTUDIOS POPULARES (2012), Marketing and political communication manual. Actions for good communication of electoral campaigns [original in Spanish: Manual de marketing y comunicación política. Acciones para una buena comunicación de campañas electorales]. Konrad Adenauer Stiftung, Buenos Aires.
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