COURSE DATA

DATA SUBJECT

Code: 36644
Name: Political communication and public opinion
Cycle: Undergraduate Studies / Master's Degree
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	4	First quarter
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Facultat de Filologia, Traducció i Comunicació	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1334 - Degree in Journalism	Evolución del periodismo y de la comunicación	COMPULSORY
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Complementos de Formación	ELECTIVES

COORDINATION

LOPEZ GARCIA GUILLERMO

SUMMARY

This subject explains the characteristics and social functions of public opinion and political communication as a specific space for the development of public opinion in its various forms. It is a theoretical/practical module that complements theoretical instruction with the completion of various practical activities.
Political Communication and Public Opinion is strongly connected to the Sustainable Development Goals, particularly SDG 16 (Peace, Justice and Strong Institutions) and SDG 4 (Quality Education), as well as SDG 5 (Gender Equality), SDG 10 (Reduced Inequalities), and SDG 17 (Partnerships for the Goals). By promoting critical thinking, civic engagement, and transparency through the study and practice of political communication, the course supports the development of fairer, more informed, and inclusive societies. Furthermore, by analyzing how public opinion is shaped and expressed, it fosters an active, engaged citizenry committed to equity, diversity, and global challenges.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No enrollment restrictions have been specified in relation to other courses in the curriculum.
To make the most of the course, it is recommended that the student has a solid background in the fields of *History*, *Communication Theory*, and *Communication Structure*. It is also advisable for the student to stay informed about current political events and the most relevant issues in public debate.

COMPETENCES / LEARNING OUTCOMES

1334 - Degree in Journalism

Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio

Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética

Students have demonstrated that they possess and understand knowledge in an area of ¿¿study that forms the basis of general secondary education and is usually at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.

Students must be able to reasonably propose ideas from the basics of rhetoric, as well as to communicate through the techniques of persuasion.

Students should be able to adapt to technological and socio-occupational changes.

Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).

Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.

Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.

Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.

DESCRIPTION OF CONTENTS

1. Debate and decision-making in the public space
- What is public opinion?
- Public space and the public sphere
- The actors of political communication
- The historical context of the political communication process

2. Theories of Public Opinion

- Historical Background
- The Classical Model of Public Opinion
- Criticisms of the Classical Model: Habermas and Noelle-Neumann
- Contemporary Theories

3. Representations of public opinion: political parties, media outlets, opinion polls, social demonstrations

- The Americanization of politics and systems of representation
- The media and the mediatization of politics
- The internet and the digital public

4. Electoral processes and mediated political communication strategies

- The Context: The Electoral System and Political Tradition
- The Campaign of Parties and Candidates
- The Campaign in the Media
- The Focal Points of the Campaign

5. Application of new ICTs and political, media, and social changes

- The News Find Me Effect and News Avoiders
- Political Communication and Pop Culture
- Moral Panics and Folk Devils in Political Communication and Public Opinion

This content plan will be translated into the following learning outcomes:

- Critically distinguish between different journalistic discourses and their relationship with contemporary hegemonic cultural/political narratives.
- Establish connections between relevant topics in historiographical interpretation and contemporary journalistic debates.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	60,00
Total hours	**60,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	35,00
Independent study and work	7,00
Preparation of lessons	40,00
Preparation for assessment activities	3,00
Resolution of case studies	5,00
Total hours	**90,00**

TEACHING METHODOLOGY

- Theoretical classes (lectures or expository with student presentations)

- Seminars and workshops
- Independent study and individual work
- Debate classes

EVALUATION

The general marking scheme will follow the regulations of the University of Valencia approved by the Governing Council on 30 May 2017. ACGUV 108/2017.

First call

Two assessment criteria will be applied:

1) Theoretical examination (50%). This examination covers the theoretical content of the module.

2) Individual work (50%). Completion of practical assignments, summaries and critical assessments, prepared by the student based on the practical content analysed each week in the module.

To pass the module, students must achieve a minimum mark of 50% in each of the assessment criteria.

Second call

The second call follows the same format as the first. The exam follows the same structure and, similarly, students who failed or did not submit the individual assignments in the first call must submit them in the second.

Both the exam and the practical exercises will require correct spelling and grammar.

Each spelling mistake, typographical error or incorrect expression will result in a reduction in the mark awarded, which may lead to a fail.

Academic integrity

Intellectual honesty is vital in academic communities and for the fair assessment of students' work. All work submitted for this course must be the student's own original work. Assignments involving fraudulent collaboration will not be accepted, in accordance with the "Protocol on dealing with fraudulent practices at the University of Valencia", approved by the Governing Council on 14 July 2020. ACGIV 123/2020. The use of artificial intelligence tools shall comply with the provisions of the "Guidelines for the responsible use of artificial intelligence (AI) in teaching and assessment activities at the University of Valencia" or any regulations that may replace them.

REFERENCES

Basic references

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Complementary references

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Sampedro, V. (Ed.). (2005). *13-M. Multitudes online*. Libros de la Catarata.