VNIVERSITAT DE VALÈNCIA

Course Guide
44892 Circulation and Reception of Political Messages

COURSE DATA

DATA SUBJECT

Code: 44892
Name: Circulation and Reception of Political Messages
Cycle: Master's Degree
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
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
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Circulación y recepción del mensaje político	COMPULSORY

COORDINATION

LOPEZ GARCIA GUILLERMO

SUMMARY

Starting from the configuration of contemporary media systems, understood as the interaction between the existing media (regardless of their support and the technology used) and the existing normative and political systems, the different forms of connection between transmitters and receivers, the forms of circulation of messages and the effects that media and messages provoke in audiences are dealt with.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

2239 - Master's Degree in New Journalism, Political Communication and Knowledge So

Be able to carry out theoretical work in the specific field of communication and journalism.

Be able to conceptualise and analyse the relationship between social action, social movements and public information.

Be able to define a transversal and multidisciplinary conceptual framework with the aim of determining the interconnections between society, politics and the media.

Develop the capacity to adapt to possible organisational, time or availability limitations of material and/or personal resources in the field of intergroup and mass communication.

Identify, analyse and integrate the diversity of positions and interests of the actors involved in the communicative relations analysed, including the position and interests of the person carrying out the sociocommunicative research.

Know the difference between informational communication and persuasive communication, both within organisations and in the relationship between organisations, society and their political communities.

Respect and promote fundamental rights, equal opportunities and non-discrimination on the grounds of economic status, ethnic origin, sexual orientation or beliefs.

Respect and promote the principles of equality between men and women, universal accessibility for people with functional diversity, democratic values, the culture of peace and sustainability.

Ser capaz de realizar trabajos prácticos, adaptados a entornos comunicacionales reales, con especificidad en los campos de la comunicación política y/o de las nuevas especializaciones periodísticas, aplicando los conocimientos, las capacidades y las
habilidades adquiridas.

Ser capaz de vincular las tradiciones informativas y las tradiciones políticas en las democracias contemporáneas, pero también en sistemas políticos de otra naturaleza, para definir los campos de la opinión pública, la acción comunicativa o la acción
social.

Show sensitivity for work carried out with rigor, commitment and emphasis, by using inclusive, non-sexist and non-discriminatory language.

To be able to integrate knowledge and face the complexity of formulating judgments from information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

DESCRIPTION OF CONTENTS

The circulation and reception of the political message do not occur in a homogeneous way in contemporary societies. They depend on various variables and the characterization of media systems is intended to understand and weigh them. We start from the characterization models of the media systems

1. Contemporary Media Systems

made by Siebert, Peterson and Schramm (Four Theories of the Press) and by Hallin and Mancini (Comparing Media Systems. Three Models of Media and Politics) to then look at phenomena of corruption and political scandals, to observe how they work under differentiated communication systems, as well as in the role assigned to communication in development policies.

2.

- Communication theories applied to the analysis of political messages.
- Mediatization and discursive polarization: transmitters and sources.
- The circulation of the political message in the written and audiovisual media.
- The circulation of the political message on the Internet and new media.
- The spaces of the political message: information, entertainment and fiction.

3. Mediatization and discursive polarization: transmitters and sources

In these two sessions we will analyze the logic of the circulation of political messages in a context that can be read from two apparently antagonistic visions: on the one hand, that of mediatization, or the preeminence of the media in determining the form and substance of political messages. On the other hand, the fragmentation and condensation of messages derived from the changes in the communicative ecosystem caused by the digitalization process, which have given rise to new political and social actors emancipated, apparently, from the aforementioned mediatization process.

4. The circulation of the political message in the written and audiovisual media.

These two sessions will address how the written and audiovisual media have channeled political discourse in its various formats, and how it has been modulated depending on the medium in which it is transmitted and the political objectives. We will also insist on how the audience receives these messages and how it reacts to them.

5. The circulation of the political message on the Internet

The emergence of blogs in the early 21st century marks the beginning of a profound transformation of the circulation of the political message. In just over 15 years, the progressive displacement of former audiences to the network has forced politicians and parties to establish a defined communication strategy in the digital sphere. In this content, we will know the keys that currently define political communication on the Internet: the role of digital media, the role of social networks, political advertising on the net, fake news, decontextualization of the message and others.

6. Other spaces of the political message: information, opinion, entertainment and fiction.

The objective of these two sessions is to delve into how the political message moves through the different communicative genres, firstly in the more classic ones, such as information and opinion, but increasingly moving to other less usual genres, such as entertainment and fiction, thus penetrating into audience targets that are not habitual consumers of this type of discourse.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	37,50
Total hours	**37,50**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	12,40
Individual or group project	50,00
Independent study and work	50,00
Preparation of lessons	18,80
Preparation for assessment activities	18,80
Resolution of case studies	0,00
Total hours	**150,00**

TEACHING METHODOLOGY

- Master lessons.
- Problem resolution.
- Study of individual cases.
- Oral presentations of materials by students.
- Debates and reflections on the subject matter.
- Reading, synthesis and critical analysis of written and audiovisual texts.
- Assistance and active participation in workshops, seminars and conferences.
- Individual and group tutorials.

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. The assessment system for this module's subject matter will be carried out in accordance with the following criteria: Multiple-choice exam on the subject matter: 50 per cent; Individual essay based on a set of suggested readings: 50 per cent. Students' participation in the seminars and workshops organised in the classroom will be assessed, as will their participation and engagement in class. To pass the module, students must achieve a minimum of 5 out of 10 in both the exam and the essay. Second sitting: marks will be carried over from the first to the second sitting (but not from one academic year to the next), meaning that students will only need to retake the components they failed in the first sitting. Students must attend 80% of the classes in order to be assessed on their participation in class. 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. Intellectual honesty is vital in academic communities and for the fair assessment of students' work. All work submitted on this course must be original. Assignments involving fraudulent collaboration will not be accepted, in accordance with the "Protocol for dealing with fraudulent practices at the University of Valencia" approved by the Governing Council on 14 July 2020. ACGUV 123/2020. The use of artificial intelligence tools must 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.

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