

**COURSE DATA****DATA SUBJECT**

**Code:** 44893  
**Name:** Political Communication Management  
**Cycle:** Master's Degree  
**ECTS Credits:** 7  
**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	Second quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Gestión de la comunicación política	COMPULSORY

**COORDINATION**

GAMIR RIOS JOSE VICENTE

**SUMMARY**

The course analyzes the discursive strategies and the communicative management that the different agents of the political system develop within the framework of their interaction with the media system and the citizenry. Specifically, it studies the thematic selection and framing of their messages; the techniques of their corporate communication and marketing practices; the planning and execution of their campaigns; and the emotionalization of their discourses.

**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 detect and analyse communication-related issues arising in different modes of social relations and political activity.
- Be able to detect and analyse issues related to communication in the form of information, propaganda, communicative action or publicity, among others.
- Be able to differentiate and discuss ways of transmitting all kinds of public policies from the institutions to the citizenry.
- Deploy the faculties of initiative, proposition and inventiveness in the selection of problems and in the search for solutions and interventions in work contexts.
- 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.
- 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.
- Show sensitivity for work carried out with rigor, commitment and emphasis, by using inclusive, non-sexist and non-discriminatory language.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

**DESCRIPTION OF CONTENTS**

This thematic unit introduces the students to the analysis of political and media discourses by familiarizing



## 1.

them with two research perspectives that are highly regarded and central in the analysis of political communication flows: the agenda setting model and framing. The intellectual origins of both research approaches and their seminal research are discussed, as well as their main theoretical foundations and subsequent developments (the second level of the agenda, the agenda building perspective, priming, the strong multidisciplinary that characterizes the framing perspective, the research currents it encompasses, the various definitions of frame, the different methodological procedures it includes, and its main applications in Spain). Likewise, special attention is dedicated to journalistic framing as a generalized tool of analysis in academic studies of journalism and communication. Finally, the exposition of the theoretical foundations is complemented with the analysis and discussion of practical cases in the classroom.

1. The agenda setting model
2. Introduction to the analysis of political and media discourse
3. Framing as a research perspective
4. Framing vs. Agenda Setting
5. Research currents
6. Journalistic framing
7. Framing in Spain
8. Specific procedures for the interpretation and analysis of discourse
9. Practical cases of frame building and frame sponsorship

This thematic unit introduces the students to the processes of communication management within political organizations. To this end, it analyzes the meaning of the concept of propaganda, discusses the current role of communication and journalism in the mentality of political actors, and details the functioning of the communication office and the role of the director of communication in party formations. It also explains the process of gestation of the political and communicative strategy of the parties, paying attention to the elaboration of the communication plan, as well as the management of crises and leaks. The unit explains the working routines and dynamics of communication managers and the various techniques they apply in their daily work, complemented by case studies that illustrate the theoretical exposition. Finally, the unit reconstructs the communication strategies that mark the evolution of political propaganda up to the current social media.

1. The corporate and institutional communications office
  - Concept and operation
  - Communication techniques
  - Models of relationship with journalism
2. Communication from political parties and pressure groups
  - Polarization, populism, disinformation
  - Digital activism and its practices
3. Political marketing
  - Vote causation
  - From propaganda to social/political/electoral marketing
  - Evolution of political communication and electoral campaigns
4. Audiovisual and Internet political communication
  - Evolution of political communication on the Internet
  - Potential contributions of the Internet to political communication



## 2.

This thematic unit introduces the students to the processes of communication management within political organizations. To this end, it analyzes the meaning of the concept of propaganda, discusses the current role of communication and journalism in the mentality of political actors, and details the functioning of the communication office and the role of the director of communication in party formations. It also explains the process of gestation of the political and communicative strategy of the parties, paying attention to the elaboration of the communication plan, as well as the management of crises and leaks. The unit explains the working routines and dynamics of communication managers and the various techniques they apply in their daily work, complemented by case studies that illustrate the theoretical exposition. Finally, the unit reconstructs the communication strategies that mark the evolution of political propaganda up to the current social media.

### 1. The corporate and institutional communications office

- Concept and operation
- Communication techniques
- Models of relationship with journalism

### 2. Communication from political parties and pressure groups

- Polarization, populism, disinformation
- Digital activism and its practices- Audiovisual political communication: from the spot to Youtube and TikTok
- Political communication in social media: Facebook, Twitter, Instagram

The purpose of this thematic unit is to explain the fundamentals of the design and organization of electoral campaigns by political organizations. Firstly, the various functions and phases that articulate the design and evaluation of electoral campaigns are detailed in a global manner. Secondly, the tools that allow the analysis of the reference context in which a campaign takes place (such as, among others, the electoral system, the financing system, advertising, research of the electorate, etc.) are discussed in depth. Thirdly, the procedures that make it possible to articulate the specific objective and the specific strategy of a campaign are described, and the processes that lead to the definition of the axes, themes and messages that will dominate the campaign are detailed. Fourthly, the dissemination tools and communication channels available to political organizations to transmit their message are presented, as well as their main trends of use, with special attention to online tools and channels.

### 1. Electoral campaigns: functions, needs and phases.

#### 2. Phase 1: analysis and research

- Analysis of the context and competition
- Research of the electorate
- Electorate segmentation

#### 3. Phase 2: strategy and planning

- Definition of the objective
- Selection of the strategy
- Determination of axes, themes and messages
- Elaboration of the persuasive message

#### 4. Phase 3: tools and channels

- One-way tools



3.

The purpose of this thematic unit is to explain the fundamentals of the design and organization of electoral campaigns by political organizations. Firstly, the various functions and phases that articulate the design and evaluation of electoral campaigns are detailed in a global manner. Secondly, the tools that allow the analysis of the reference context in which a campaign takes place (such as, among others, the electoral system, the financing system, advertising, research of the electorate, etc.) are discussed in depth. Thirdly, the procedures that make it possible to articulate the specific objective and the specific strategy of a campaign are described, and the processes that lead to the definition of the axes, themes and messages that will dominate the campaign are detailed. Fourthly, the dissemination tools and communication channels available to political organizations to transmit their message are presented, as well as their main trends of use, with special attention to online tools and channels.

- 1. Electoral campaigns: functions, needs and phases.
- 2. Phase 1: analysis and research
  - Analysis of the context and competition
  - Research of the electorate
  - Electorate segmentation
  - Composition of the electoral "market"
  - Bidirectional and interactive acts and channels
  - Acts, tools and channels of limited interaction

4.

Discourse, narrative, storytelling and cyberpolitics in contemporary political communication. This thematic unit is concerned with describing and problematizing the growing emotionalization that characterizes current political and electoral campaigns, as well as exposing the causes that are at the origin of this phenomenon, paying special attention to how various forms of emotional appeal allow political actors to build effective narratives of electoral persuasion. It also addresses the various formats of audiovisual political advertising that are used as effective formulas of emotional appeal in electoral campaigns, and pays attention to the use of advanced technologies for the micro-segmentation of the audience in social networks and the creation of climates of opinion.

- 1. Communicative emotionalization and "sentimental democracy"
- 2. Emotivist discourses and populist rhetoric in contemporary campaigns
- 3. Strategies and rhetorics of lies, hoaxes and controversial knowledge in digital campaigns

**WORKLOAD**

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	43,50
<b>Total hours</b>	<b>43,50</b>

**NON PRESENCIAL ACTIVITIES**



<b>Activity</b>	<b>Hours</b>
Attendance at other activities	15,00
Individual or group project	60,00
Independent study and work	55,00
Preparation of lessons	23,00
Preparation for assessment activities	0,00
Resolution of case studies	22,00
<b>Total hours</b>	<b>175,00</b>

## TEACHING METHODOLOGY

Lectures  
Problem solving  
Individual case studies  
Oral presentations of materials by students  
Discussions  
Reading, synthesis and critical analysis of texts  
Attendance and active participation in workshops, seminars and conferences.  
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. Assessment of the module will consist of two components, for both the first and second examination sessions: - Written examination: 50%. Multiple-choice test on the theoretical content of the syllabus covered in the lectures. - Assessment of coursework: 50%. Group project in which: a) the conduct of a recent election campaign by a candidate or political party is analysed; b) the participation of a candidate or political party in a forthcoming election campaign is planned. For the second sitting, the mark obtained in the module passed during the first sitting will be retained, where applicable. Students must attend 80% of the classes in order to be assessed on class participation. Students must pass both the exam and the coursework to pass the module. If a student fails one of these components, their mark for that component will not be averaged with the other. Coursework must follow APA7 guidelines for citations and references. Assignments must be submitted via the virtual classroom by the date specified by the teaching staff. Documents submitted by other means or after the deadline will not be marked. Correct spelling and grammar will be required in both the exam and the practical exercises. Each spelling mistake, typographical error or grammatical error will result in a reduction in the mark awarded, which may lead to a fail. Academic integrity is vital within academic communities and for the fair assessment of students' work. All work submitted in this course must be original. Work 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.

## REFERENCES



VNIVERSITAT ID VALÈNCIA

**Course Guide**  
**44893 Political Communication Management**

---