



COURSE DATA

DATA SUBJECT

Code: 44898
Name: Seminar on political communication
Cycle: Master's Degree
ECTS Credits: 2
Academic year: 2025-26

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	Seminars	ELECTIVES

COORDINATION

LOPEZ GARCIA GUILLERMO

SUMMARY

Seminar specialising in a monographic topic linked to the Political Communication axis of the Master's degree.

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

-

Know the difference between informational communication and persuasive communication, both within



organisations and in the relationship between organisations, society and their political communities.

DESCRIPTION OF CONTENTS

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	12,50
Total hours	12,50

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	20,00
Individual or group project	30,00
Independent study and work	0,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	50,00

TEACHING METHODOLOGY

La metodología docente se basa en:

- Asistencia y participación activa en talleres y seminarios.
- Debates
- Estudios de caso

EVALUATION

The evaluation will be based on:

- Active participation in conferences, workshops and associated activities: 60%.
- The elaboration of the report on the Seminar: 40%.



Second sitting: marks will be kept from the first to the second sitting (not from one year to the next), so that only those elements failed in the first sitting will need to be made up.

ATTENTION:

1. It is necessary to attend 80% of the classes in order to be evaluated for class participation.
2. The papers, exams or any other activity that students prepare for their teaching assessment must be original, without plagiarism or improper use of artificial intelligence. The detection of plagiarism, as a serious offence, will result in immediate suspension from the respective course. Copying or facilitating the copying of work between students on the degree course, irregular access to or early appropriation of the content of a test or exam, facilitating or procuring the appropriation, alteration or destruction of the content or results of an assessable activity, and impersonation in exams will also be considered serious misconduct and will therefore lead to immediate suspension from the exam session.

REFERENCES

- CANEL, María José (2006). *Comunicación política. Una guía para su estudio y práctica*. Madrid. Tecnós
- CASTELO, Santiago (2023). *Claves para analizar y diseñar una estrategia biográfica*. Barcelona. UOC.
- CASTROMIL, A.R., HUMANES, M.L., GARCÍA, L. (eds) (2020). *La comunicación política en la era de la mediatización*. Salamanca. Comunicación Social Ediciones y Publicaciones.
- RODRÍGUEZ, Roberto (2023). *La persuasión política. Claves para mejorar la comunicación entre la clase política y la ciudadanía en tiempos de desafección*. Madrid. CIS.