

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

Code: 44898
Name: Seminar on political communication
Cycle: Master's Degree
ECTS Credits: 2
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	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****2239 - Master's Degree in New Journalism, Political Communication and Knowledge So**

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.

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:

- a) Asistencia y participación activa en talleres y seminarios.
- b) Debates
- c) Estudios de caso

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 will be based on: - Active participation in lectures, workshops and related activities: 60% - The seminar report: 40%. 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 elements in which they failed in the first sitting. Students must attend 80 per cent of the classes in order to be assessed, where applicable, on their participation in class. Correct spelling and grammar will be required. 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 in 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.

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.