

POLITICAL ECONOMY OF COMMUNICATION

UNDERGRADUATE LEVEL | WORKLOAD: 36h | FJA

PROFESSOR

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UFPR, Edf. Pedro I, Room 520

COURSE DESCRIPTION

Theories on Political Economy of Communication. Public monopolies and private oligopolies. Information control. Communication policy-making: institutions, legislation. The role of the State and public and private organizations.

LEARNING OBJECTIVES

By the end of the semester, students will be able to:

1. Assess the relevance of communication policies in each historical context and media setting.
2. Reflect on contemporary issues in the political economy of communication, such as legislation, new markets, and the relations between government and media organizations.
3. Examine the main concerns regarding information and public interest on a global scale (media conglomerates, digital platforms, and information control).
4. Comprehend the main concepts in Communication and Democracy, discussing the media's role as a provider of public service and as a private company.

CLASSROOM METHODOLOGY PROCEDURES

Each week, students will be expected to:

1. Attend the lectures.
2. Read mandatory texts.
3. Participate in the discussion in all class sections.
4. Complete and submit all assignments by due dates.

COURSE SCHEDULE

Unit 1 – Political Communication x Political Economy of Communication.

Unit 2 – Political Economy of Communication: Concepts and History

Unit 3 – Legal Aspects in Political Economy of Communication.

Unit 4 – Political Economy of Communication and the Media Platforms.

Unit 5 – Monopolies, oligopolies, and our democracies

Unit 6 – Media and the State



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GRADING

Evaluation of students enrolled in this course follows the criteria stated below:

- Midterm Exam: 40% of the final grade.
- Final Exam: 40% of the final grade.
- Group Seminars: 20% of the final grade.

BACKGROUND READING MATERIALS

BITELLI, M.. O Direito da Comunicação e da Comunicação Social. São Paulo: RT. 2004.

JAMBEIRO, O.; FERREIRA, F. Compreendendo as indústrias criativas de mídia: contribuição da economia política da comunicação. Revista Comunicação Midiática (Online), v. VII, p. 178-194, 2012.

JAMBEIRO, O.; PALACIOS, M. (Org.). Brazilian Perspectives in Digital Environments: communications policies, e-government and digital journalism. Salvador: Edufba, 2010. 187p .

LEAL FILHO, L. A Melhor TV do Mundo: O Modelo Britânico de Televisão. São Paulo: Summus, 1997.

MCCHESENEY, R. W. Digital disconnect: How capitalism is turning the Internet against democracy. NewYork, NY: The New Press, 2013.

MARQUES, F. P. J.; MIOLA, E. Key concepts, dilemmas, and trends in Political Communication: A literature review considering the Brazilian landscape. Annals of the International Communication Association, v. 45, p. 1-19, 2021.

MARQUES, F. P. J.; VOS, T. P. Advancing comparative studies in political communication research: What factors explain the transformation of media systems?. International Communication Gazette.

MIOLA, E. Radiodifusão Pública e Participação Deliberativa: Um estudo das características e dos modos de atuação do Conselho Deliberativo da Fundação Cultural Piratini. (Dissertação). Universidade Federal da Bahia. Salvador, 2009. 195p.

MOSCO, V. The political economy of communication (2nd ed.). London, UK: Sage, 2009.

RAMOS, M. C. Políticas Públicas de Comunicações - a crise dos paradigmas revisitada In: Comunicação no Plural - estudos de comunicação no Brasil e na Itália ed. São Paulo: EDUC, 2000, p. 167-194.

UNESCO. Um Mundo e Muitas Vozes. São Paulo: Editora da FGV, 1983.

WOLTON, Dominique. E depois da Internet? – Para uma teoria crítica dos novos mídias. Difel. 2001.

WASKO, J., MURDOCK, G., & SOUSA, H. (Eds.). The handbook of political economy of communication. Oxford, UK: Wiley-Blackwell, 2011.

+ Other materials assigned by the professor.



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