

POLITICAL COMMUNICATION AND PUBLIC OPINION

GRADUATE LEVEL | WORKLOAD: 60h | UFPR

PROFESSOR

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UFPR, Edf. Pedro I, Room 520

COURSE DESCRIPTION

The origins of the idea of the Public Sphere. Media effects, mediatization, and the contemporary literature in Political Communication. The informational environment. Empirical studies on public opinion.

COURSE OVERVIEW

This course provides an updated overview of the main theories and phenomena in Political Communication. The reading materials selected for each meeting discuss key issues in our expertise, such as Media systems, the Political Economy of Communication, The "Americanization" of politics, Political marketing and political advertising, Media and electoral behavior, Political Journalism, and Digital Democracy. Our classes also address the main methodological pitfalls in Political Communication research.

COURSE SCHEDULE

Unit 1 – Media Systems

Unit 2 – The Political Economy of Communication.

Unit 3 – Political Communication, Political Behavior, and the Elections.

Unit 4 – Political Journalism and Media Effects.

Unit 5 – Digital Democracy.

GRADING

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

- Presentation of seminars: 20% of the final grade.
- Comments on the mandatory readings: 40% of the final grade.
- Final essay/article: 40% of the final grade.

BACKGROUND READING MATERIALS

ANSOLABEHERE, S., & IYENGAR, S. (1992). Going negative. New York, NY: Free Press.



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- GIBSON, R. K.; RÖMMELE, A. (2009). Measuring the professionalization of political campaigning. *Party Politics*, 15, 265–293.
- GRABER, D. (2003). The media and democracy: Beyond myths and stereotypes. *Annual Review of Political Science*, 6, 139–160.
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+ Other materials assigned by the professor.



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