

POLITICAL COMMUNICATION

UNDERGRADUATE LEVEL | WORKLOAD: 60h | UFC

PROFESSOR

Dr. Francisco Paulo Jamil Marques
e-mail: marquesjamil@ufpr.br
UFPR, Edf. Pedro I, Room 520

COURSE DESCRIPTION

Political Communication strategies. Media power and social control. Political advertisement and ideology. The intersection between the public sphere and the media. Changes in contemporary political practices. Media and the elections.

LEARNING OBJECTIVES

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

1. Acknowledge Political Communication processes in democratic societies.
2. Understand how the media behave as political actors.
3. Reflect on the influence of the media coverage on the audiences.

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: An Overview

- Historical foundations.
- The idea of the Public Sphere.
- Mass communication and changes in the political field.
- Media systems.

Unit 2 – Specific issues

- Political journalism.
- Politics and public image.
- Elections and mass communication.



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Unit 3 – Empirical cases

- Media as a civic forum.
- Visibility.
- Accountability.
- Participation and mobilization.

GRADING

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

- Comments on mandatory readings: 20% of the final grade.
- Take-Home Exercises: 30% of the final grade.
- Midterm Exam: 30% of the final grade.
- Seminar presentation: 20% of the final grade.

BACKGROUND READING MATERIALS

BURKE, Peter. (2002). A Mídia e a Esfera Pública no início da Europa Moderna. In: Uma História Social da Mídia (Capítulo 2), p. 82-112.

COMEL, N.; MARQUES, F. P. J. Transparência online e comunicação pública no âmbito municipal: Examinando ferramentas digitais de controle público. E-COMPÓS (BRASÍLIA), v. 25, p. 1-30, 2022.

FALLOWS, James. Breaking the news: How the media undermine American democracy. Vintage, 1997.

FERRACIOLI, P.; KNISS, A. B.; MARQUES, F. P. J. The watchdog role of fact-checkers in different media systems. DIGITAL JOURNALISM, v. 10, p. 717-737, 2022.

FONTES, G. S.; MARQUES, F. P. J. Defending democracy or amplifying populism? Journalistic coverage, Twitter, and users' engagement in Bolsonaro's Brazil. Journalism, v. 24, p. 1634-1656, 2023.

HABERMAS, Jürgen. (1984). Para a Gênese da Esfera Pública Burguesa. In: Mudança Estrutural da Esfera Pública (Capítulo 1), p. 27-41.

HERMAN, F.; MARQUES, F. P. J.; MIOLA, E. What factors influence the quality of local governments' digital transparency? Evidence from the Brazilian case. OPINIÃO PÚBLICA, v. 28, p. 857-884, 2022.

KNISS, A. B.; MARQUES, F. P. J. Como o agente fiscalizador utiliza a comunicação online? A ideia de transparência pública nas redes sociais da Controladoria-Geral da União. OPINIÃO PÚBLICA, v. 27, p. 90-126, 2021.

MAIA, Rousiley. (2006). Mídia e vida pública: modos de abordagem. In: MAIA, R. e CASTRO, M. C. S. Mídia, esfera pública e identidades coletivas. Belo Horizonte: Editora UFMG, p. 11-35.



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MAIA, Rousiley. (2008). Deliberação e Mídia. In: MAIA, R. C. M. Media e deliberação, p. 93-119.

MAIA, R. C. M. (2008). Visibilidade midiática e paradoxos da accountability. In: MAIA, R. C. M. Media e deliberação, p. 297-320

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, n. 2, p. 95-112, 2021.

MARQUES, F. P. J.; MIOLA, E.; KNISS, A. B.; COMEL, N. Between adversarialism and cooperation: Rhetorical strategies of interviewers and interviewees in presidential elections. *Journalism Practice*, v. 17, p. 1, 2023.

MARQUES, F. P. J.; MIOLA, E.; MITOZO, I.; MONT'ALVERNE, C. Similar, but not the same: Comparing Editorial and News Agendas in Brazilian Newspapers. *Journalism Practice*, v. 14, p. 1066-1086, 2020.

MARQUES, F. P. J.; MIOLA, E.; VOS, T. P.; FONTES, G. S.; SANTOS, D. 'Fake news' and Journalistic Authority in Newspaper Editorials. *Journalism Studies*, v. 24, p. 1087-1110, 2023.

MARQUES, F. P. J.; MONT'ALVERNE, C.; MITOZO, I. B. Editorial journalism and political interests: Comparing the coverage of Dilma Rousseff's impeachment in Brazilian newspapers. *Journalism*, v. 22, p. 2816-2835, 2021.

RUBIM, A.; COLLING, L. (2004). Mídia e eleições presidenciais no Brasil pós-ditadura. *Comunicação e Política*, Rio de Janeiro, v. 22, n. 3, p. 169-189.

SANTOS, D.; MARQUES, F. P. J. Media Parallelism Beyond the Political World: How Newspapers Push Economic Agendas Through Editorial Journalism. *International Journal of Communication*, v. 17, p. 3473-3495, 2023.

SARTORI, Giovanni. (1997). A Opinião teledirigida. In: *Homo videns: televisão e pós-pensamento* (Capítulo 2), p. 49-88.

+ Other materials assigned by the professor.



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