

# TOPICS IN POLITICAL SCIENCE

UNDERGRADUATE LEVEL | WORKLOAD: 60h | UFPR

## PROFESSOR

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UFPR, Edf. Pedro I, Room 520

## COURSE DESCRIPTION

Studies on Political Behavior.

## COURSE OVERVIEW

This course discusses the following questions: How do political actors use the media to influence citizens' behavior? How do the press, the radio, the TV, and the digital communication tools transform how public image is built? How do the different media settings (e.g., legislation and communication policies) interact with political behavior? To what extent does sociability affect the political usage of communication?

## LEARNING OBJECTIVES

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

1. Comprehend the relationship between Mass Communication and Political Behavior considering theoretical and empirical perspectives.
2. Examine the strategies used by actors from political and media fields to influence citizens' behavior.
3. Reflect on how the characteristics of the Brazilian media landscape intersect with political behavior.

## 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 – Media, Political Behavior, and Public Opinion: Main concepts.

Unit 2 – Communication Theory and Political Behavior.

Unit 3 – Transformations of Political Behavior as a result of the media influence.

Unit 4 – Recent trends in Communication and Political Behavior studies.



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## GRADING

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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.
- Take-Home Exercise: 20% of the final grade.

## BACKGROUND READING MATERIALS

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ABREU, Alzira Alves de; KORNIS, Mônica Almeida; LATTMAN-WELTMAN, Fernando. (2003). *Mídia e política no Brasil*. Rio de Janeiro: Ed. FGV.

ARROW, Kenneth. (1951), *Social choice and individual values*. Nova York, John Wiley.

BARTELS, L. M. (1996). "Uninformed voters: information effects in presidential elections." *American Journal of Political Science*, vol. 40, p. 194-230.

BERGER, Peter; LUCKMANN, Thomas (2003). *A construção social da realidade*. Petrópolis: Vozes.

BOORSTIN, Daniel J. (1992). *The image: a guide to pseudo-events in America*. New York: Vintage.

BUTLER, David. (1958), *The study of political behavior*. Londres, Routledge.

COOK, Timothy E. (1998). *Governing with the news*. Chicago: The University of Chicago Press.

DAHL, Robert. (1956), *A preface to democratic theory*. Chicago, University of Chicago Press.

DELLI CARPINI, M. X.; KEETER, S. (1996). *What Americans know about politics and why it matters*. New Haven: Yale University Press.

DOWNS, Anthony. (1957), *An economic theory of democracy*. Nova York, Harper and Row Publishers.

ENTMAN, R. M. (2007). *Framing Bias*. *Journal of Communication*, v. 57, n. 1, p. 163–173.

GUREVITCH, M.; BLUMLER, J. (2002). *The Crisis of Public Communication*. London: Routledge, 2002.

IYENGAR, Shanto; KINDER, Donald R. (2010). *News that matters: television and American opinion*. Chicago: University of Chicago Press.

LASSWELL, Harold. (1963), *The future of American politics*. Nova York, The Free Press.

LAZARFELD, Paul, BERELSON, Bernard e GAUDET, Hazel. (1944), *The People's Choice*. New York, Columbia University Press.

LIMA, V. (org.), (2007). *A mídia nas eleições de 2006*, São Paulo, Editora Fundação. Perseu Abramo.

LIMONGI, Fernando. (1994), "O novo institucionalismo e os estudos legislativos: a literatura norte-americana recente". *BIB*, 37: 3-38.

MAIA, R.; GOMES, W. MARQUES, F.P.J. (2011). *Internet e participação política no Brasil*. Sulina.

SARTORI, Giovanni. (1997), *Comparative constitutional engineering: an inquiry into structures, incentives, and outcomes*. Nova York, New York University Press.

SINGER, Andre. (1999), *Esquerda e Direita no Eleitorado Brasileiro: A Identificação Ideológica nas Disputas Presidenciais de 1989 e 1994*. São Paulo, Edusp.

SKIDMORE, T. (ed.). (1993). *Television, Politics, and the Transition to Democracy in Latin America*. Washington, The Woodrow Wilson Center Press.

SODRÉ, Nelson Werneck. 1994. *História da imprensa no Brasil*. São Paulo: Mauad.

+ Other materials assigned by the professor.



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