COURSE DETAIL

POLITICAL COMMUNICATION
Country Italy
Host Institution University of Bologna
Program(s) University of Bologna
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Political Science
UCEAP Course Number 173
UCEAP Course Suffix
UCEAP Official Title POLITICAL COMMUNICATION
UCEAP Transcript Title POLITICAL COMM
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course is part of the Laurea Magistrale program. Enrollment is by consent of the instructor. The course is intended for students who have a strong background in political science. The course focuses on political communication with emphasis on the relationship between political systems and media systems, political language, political marketing, new media and politics, and media and populism. Special attention is placed on the strategies of effective political communication used in political campaigns both in Europe and the U.S. and the role of mass media in the public sphere and its effects on public opinion. The course also an analysis of the principal forms of online political communication. Required readings include: COMUNICAZIONE POLITICA: LE NUOVE FRONTIERE by D. Campus, MEDIATIZATION OF POLITICS: A CHALLENGE FOR DEMOCRACY? By G. Mazzoleni and W. Schultz. The course includes lectures and a series of guest speakers. Assessment is based on a written exam that includes multiple choice and essay questions.

Language(s) of Instruction
Italian

Host Institution Course Number
11332

Host Institution Course Title
COMUNICAZIONE POLITICA (LM)

Host Institution Course Details

Host Institution Campus
SCIENZE POLITICHE

Host Institution Faculty

Host Institution Degree

Host Institution Department

Politica, amministrazione e organizzazione

Course Last Reviewed

Print