

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

POLITICAL COMMUNICATION

Host Institution Campus

SCIENZE POLITICHE

Host Institution Faculty

Host Institution Degree

Host Institution Department

Politica, amministrazione e organizzazione

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