COURSE DETAIL

MEDIA AND POLITICAL COMMUNICATION
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Political Science Communication
UCEAP Course Number 105
UCEAP Course Suffix
UCEAP Official Title MEDIA AND POLITICAL COMMUNICATION
UCEAP Transcript Title MEDIA&POLITICL COMM
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course illustrates, from a theoretical and an empirical perspective, the role played by the mass media and political communication within contemporary political regimes, with a specific focus on developed democracies. Topics such as the persuasive effects of the media and of electoral campaigns are covered according to a multidisciplinary approach, which blends methods from economics, political science, and communication studies. Special attention is devoted to interest groups as active players in the political communication fields, and to social networks as an increasingly relevant media channel. Prerequisites: Comparative Politics, Quantitative Methods for Social Sciences, Introduction to Economics.

Language(s) of Instruction
English

Host Institution Course Number
30345

Host Institution Course Title
MEDIA AND POLITICAL COMMUNICATION

Host Institution Course Details

Host Institution Campus
University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department
Policy Analysis and Public Management

Course Last Reviewed

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