

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 Campus

University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department

Policy Analysis and Public Management

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