COURSE DETAIL

MEDIA, POLITICAL ELITES, AND THE PUBLIC

Country
Italy

Host Institution
University of Commerce Luigi Bocconi

Program(s)
Bocconi University

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Political Science

UCEAP Course Number
123

UCEAP Course Suffix

UCEAP Official Title
MEDIA, POLITICAL ELITES, AND THE PUBLIC

UCEAP Transcript Title
MEDIA&POLTCL ELITES

UCEAP Quarter Units
6.00

UCEAP Semester Units
4.00

Course Description

The course examines how the mass media and political elites structure public opinion and political behavior, both from a theoretical and an empirical perspective. While the majority of the course focuses on advanced industrial democracies, specific attention is given to media, elite and mass linkages in the developing world. Topics such as the persuasive effects of the media, strategic agenda setting of political elites, and electoral campaigning are covered from a multidisciplinary approach, covering work from economics, political science, and communication science. Special attention is devoted to social media and social media effects are put in a historical context. The course introduces students to a basic toolkit used by researchers to understand the relationship between the media, strategic political elites, and the public. The course covers the following topics: a historical and comparative look at political communication; media coverage and bias; political elites and electoral campaigns; the persuasion effects of the media: agenda-setting, framing, and priming; empirical analysis of media effects; and the use of social media in politics.

Language(s) of Instruction
English

Host Institution Course Number
30572

Host Institution Course Title
MEDIA, POLITICAL ELITES AND THE PUBLIC

Host Institution Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30572&anno=2023&Id...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree
Host Institution Department Social and Political Sciences
Course Last Reviewed 2022-2023

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