

# 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\\_antepreima.php?cod\\_ins=30572&anno=2023&Id...](https://didattica.unibocconi.it/ts/tsn_antepreima.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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