

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 Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Social and Political Sciences

[Print](#)