

## PROFESSOR

**Dr. Francisco Paulo Jamil Marques**

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## CATALOGUE COURSE DESCRIPTION

Theories on Political Economy of Communication. Public monopolies and private oligopolies. Information control. Communication policy making: institutions, legislation, and funding. The role of the State and of public and private organizations.

## LEARNING OBJECTIVES

By the end of the semester, students will be able to:

1. Evaluate the relevance of public and private communication policies according to the historical contexts in which they are proposed.
2. Reflect on contemporary issues in political economy of communication, such as legislation, new markets, and the relations between government and media organizations.
3. Examine the main concerns regarding information and public interest on a global scale (the action of media conglomerates, new players in the media market, and information control).
4. Comprehend the main concepts in Communication and Democracy, discussing the media's role as a provider of public services and as a private company.

## CLASSROOM METHODOLOGY PROCEDURES

Each week, students will be expected to:

1. Attend the lectures.
2. Read mandatory texts.
3. Participate in the discussion in all class sections.
4. Debate recent news associated to the course theme.
5. Complete and submit all assignments by due dates.

## COURSE SCHEDULE

Unit 1 – Political Communication x Political Economy of Communication.

Unit 2 – Concept and history of Political Economy of Communication.

Unit 3 – Legislative aspects in Political Economy of Communication.

Unit 4 – Political Economy of Communication and the different media platforms.

Unit 5 – Monopolies and oligopolies: threats to democracy?

Unit 6 – Media and the State: is there an interdependence?



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## GRADING

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Evaluation of students enrolled in this course follows the criteria stated below:

- Midterm Exam: 40% of the final grade.
- Final Exam: 40% of the final grade.
- Group Seminars: 20% of the final grade.

## BACKGROUND READING MATERIALS

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BITELLI, Marcos Alberto Sant'anna (org.). Coletânea de Legislação de Comunicação Social. São Paulo: Editora Revista dos Tribunais. 2001.

BITELLI, Marcos Alberto Sant'Anna. O Direito da Comunicação e da Comunicação Social. São Paulo: RT. 2004.

CAPPARELI, Sérgio. Das políticas de comunicação à comunicação política (e vice-versa), In: Lopes, Maria Immacolata Vassalo (org.). Comunicação no plural. Estudos de comunicação no Brasil e na Itália. São Paulo: Intercom / EDUC, 2000. (p. 145-162)

JAMBEIRO, OTHON; FERREIRA, F. Compreendendo as indústrias criativas de mídia: contribuição da economia política da comunicação. Revista Comunicação Midiática (Online), v. VII, p. 178-194, 2012.

JAMBEIRO, OTHON; PALACIOS, M. (Org.) . Brazilian Perspectives in Digital Environments: communications policies, e-government and digital journalism. Salvador: Edufba, 2010. 187p .

LEAL FILHO, Laurindo. A Melhor TV do Mundo: O Modelo Britânico de Televisão. São Paulo: Summus, 1997.

LIMA, Venício Artur de. Políticas Regionais de Comunicação: novos atores, velhos problemas. In: Lopes, Immacolata e Marques de Melo, José (orgs.). Políticas regionais de comunicação: os desafios do Mercosul. Londrina: Intercom, 1997. (p. 133-143)

MCCHESENEY, R. W. Digital disconnect: How capitalism is turning the Internet against democracy. New York, NY: The New Press, 2013.

MIOLA, E. Radiodifusão Pública e Participação Deliberativa: Um estudo das características e dos modos de atuação do Conselho Deliberativo da Fundação Cultural Piratini. (Dissertação) Programa de Pós-Graduação em Comunicação e Cultura Contemporâneas, Universidade Federal da Bahia. Salvador, 2009. 195p.

MOSCO, V. The political economy of communication (2nd ed.). London, UK: Sage, 2009.

RAMOS, Murilo César. Políticas Públicas de Comunicações - a crise dos paradigmas revisitada In: Comunicação no Plural - estudos de comunicação no Brasil e na Itália ed. São Paulo: EDUC, 2000, p. 167-194.

UNESCO. Um Mundo e Muitas Vozes. São Paulo: Editora da FGV, 1983.

WOLTON, Dominique. E depois da Internet? – Para uma teoria crítica dos novos mídias. Algés, Portugal: Difel. 2001.

WASKO, J., MURDOCK, G., & SOUSA, H. (Eds.). The handbook of political economy of communication. Oxford, UK: Wiley-Blackwell, 2011.

+ Other texts assigned by the professor.



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