

PROFESSOR

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CATALOGUE COURSE DESCRIPTION

Classical theories and research questions in Political Communication. The origins of the idea of public sphere. Media effects and contemporary paradigms. The informational environment. Mediatization and public opinion studies.

COURSE OVERVIEW

This course offers an updated overview of the main theories and phenomena in Communication and Democracy. A selection of texts concerning the relationship between Communication and Political institutions is debated in each meeting. Some of the key issues discussed in the course are: Media systems; Political Economy of Communication; The "Americanization" of politics; Political marketing and political advertising; Media and electoral behavior; Political Journalism; Digital Democracy. Plus, the course discusses the main methodological pitfalls in Political Communication research.

COURSE SCHEDULE

Unit 1 – Media systems and Political Economy of Communication.

Unit 2 – Political Communication, political behavior, strategies and elections.

Unit 3 – Political journalism and Media Effects.

Unit 4 – Digital Democracy.

GRADING

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

- Seminars: 20% of the final grade.
- Reviews of the mandatory readings: 40% of the final grade.
- Final essay/article: 40% of the final grade.

BACKGROUND READING MATERIALS

ANSOLABEHERE, S., & IYENGAR, S. (1992). Going negative. New York, NY: Free Press.



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- BENNETT, Lance; ENTMANN, Robert (Orgs.). Mediated Politics. Communication and the Future of Democracy. Cambridge, Cambridge University Press, 2001.
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- CALHOUN, Craig (ed.). Habermas and the public sphere. Cambridge, MIT Press, 1992.
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- CHAMPAGNE, P. (1998) Formar a opinião: o novo jogo político. Petrópolis-RJ: Vozes.
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- COOK, T. E. (2005). Governing with the news: The news media as a political institution (2nd ed.). Chicago, IL: University of Chicago Press.
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- DEUZE, M. (2009). The future of citizen journalism. In S. Allan & E. Thorsen (Eds.), *Citizen journalism: Global perspectives* (pp. 255–264). Berlin, Germany: Peter Lang.
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- ESSER, F.; PFETSCH, B. (Eds.). (2004). Comparing political communication: Theories, cases and challenges. Cambridge, UK: Cambridge University Press.
- FALLOWS, James. (1997). Detonando a Notícia. Como a mídia corrói a democracia americana. Rio de Janeiro: Civilização Brasileira.
- FRANCIA, P.; HERRNSON, P. (2007). Keeping it professional: The influence of political consultants on candidate attitudes toward negative campaigning. *Politics and Policy*, 35(2), 246–272.
- GAMSON, W. A. (1992). Talking politics. New York, NY: Cambridge University Press.
- GASTIL, J. (2008). Political communication and deliberation. London, Sage Publications.



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GIBSON, R. K.; RÖMMELE, A. (2009). Measuring the professionalization of political campaigning. *Party Politics*, 15, 265–293.

GOMES, Wilson; MAIA, Rousiley. (2008). *Comunicação e Democracia: Problemas & Perspectivas*. São Paulo: Paulus.

GRABER, D. (2003). The media and democracy: Beyond myths and stereotypes. *Annual Review of Political Science*, 6, 139–160.

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HALLIN, Daniel C.; MANCINI, Paolo (eds.). *Comparing Media Systems Beyond the Western World*. Cambridge, Cambridge University Press, 2012.

HANITZSCH, T.; MELLADO, C. (2011). What shapes news around the world? How journalists in eighteen countries perceive influences on their work. *Journal of Press/Politics*, 16, 404–426.

IYENGAR, Shanto (1994), *Is Anyone Responsible? How Television Frames Political Issues*. University of Chicago Press.

JAMIESON, K. H. (1993). *Dirty Politics: Deception, Distraction, and Democracy*, Oxford: Oxford University Press.

KAID, L. L.; HOLTZ-BACHA, C. (Eds.). (2006). *The Sage handbook of political advertising*. Thousand Oaks, CA: Sage.

LARSSON, L. (2002). Journalists and politicians: A relationship requiring maneuvering space. *Journalism Studies*, 3(1), 21–33.

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MAIA, Rousiley. (2012). *Deliberation, the media and political talk*. New York, Hampton Press.

MAIA, Rousiley; GOMES, Wilson; MARQUES, Francisco. (Orgs.). (2011). *Internet e Participação Política no Brasil*. Porto Alegre: Editora Sulina.

MAZZOLENI, G.; SCHULTZ, W. (1999). Mediatization of politics: A challenge for democracy? *Political Communication*, 16, 247–261.

MAZZOLENI, Gianpietro; BARNHURST, Kevin; IKEDA, Ken'ichi; MAIA, Rousiley; WESSLER, Hartmut. (Org.). *The International Encyclopedia of Political Communication*. 1ed. London: Wiley-Blackwell, 2015.

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NEGRINE, R. (2008). *The transformation of political communication*. Basingstoke, UK: Palgrave.

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NOELLE NEUMANN, E. (1984). *The spiral of silence: Public opinion—Our social skin*. Chicago, IL: University of Chicago Press.



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- POPKIN, Samuel I. (1994). *The reasoning voter: communication and persuasion in presidential campaigns*. Chicago: Chicago University.
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- PUTNAM, Robert. (2000). *Bowling Alone: The Collapse and Revival of American Community*. New York: Simon & Schuster.
- ROSEN, J. (1999). *What are journalists for?* New Haven, CT: Yale University Press.
- SCHUDSON, M. (1978). *Discovering the news: A social history of American newspapers*. New York, NY: Basic.
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- STANYER, J. (2012). *Intimate politics. Publicity, privacy and the personal lives of politicians in media saturated democracies*. Cambridge, UK: Polity Press.
- STRÖMBÄCK, J. (2008). Four phases of mediatization: An analysis of the mediatization of politics. *International Journal of Press/Politics*, 13, 228–246.
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- VAN AELST, P.; SHEAFER, T.; STANYER, J. (2012). The personalization of mediated political communication: operationalizing key concepts for the analysis of news content. *Journalism*, 13, 203–220.
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- WASKO, J.; MURDOCK, G.; SOUSA, H. (Eds.). *The handbook of political economy of communication*. Oxford, UK: Wiley-Blackwell, 2011.
- ZALLER, John. (1999). *A Theory of Media Politics*. Manuscript.
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+ Other texts assigned by the professor.



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