**Politics and Communication**

Prof. Luca G. Castellin

[This course comes from the POLITICAL SCIENCE AND INTERNATIONAL RELATIONS degree course, and was called “*Political communication*”]

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to explore the subject that studies the use of communication in the political field, with a focus on the different dimensions of political phenomena and the dynamics at the basis of contemporary political systems.

*Knowledge and understanding*

At the end of the course, students will be able to acquire an in-depth knowledge of the political and institutional environment in which a wide variety of actors adopts different political communication strategies. In addition, they will be able to describe the main forms of online political communication.

*Ability to apply knowledge and understanding*

At the end of the course, students will be able to interpret different political communication strategies, with a focus on the electoral campaigns in Europe and the United States. Furthermore, they will be able to analyse the role played by mass media in the public sphere, and consider the implications of their influence on public opinion.

***COURSE CONTENT***

The first part of the course will introduce the key concepts and the main theoretical/methodological tools for the study of political phenomena. The second part of the course, instead, will explore the relationship between political system, information system, and citizens: in particular, it will analyse the dynamics of political marketing, the transformations of electoral campaigns, the role played by social networks in contemporary political communication.

Part 1: *Power, politics, and democracy: key concepts and actors*

1. Elements of political theory

2. The organisation of power

3. Democracies and other regimes

4. Forms of government

5. The political system and its actors

Part 2: *Public opinion, electoral campaigns and online politics*

1. The relationships between the political system and the media system
2. Public opinion
3. The influence of the media on political behaviour
4. Electoral campaigns
5. Online political communication

***READING LIST***

Part 1:

1. Lecture notes and teaching material presented in class.
2. D. Palano, *La politica. Un’introduzione*, Scholé, Brescia (forthcoming).
3. P. Grilli di Cortona-O. Lanza-B. Pisciotta-L. Germano, *Capire la politica*, Utet, Torino 2020 (chapters 4, 5, 6, 7, 9).

Additional study material will be indicated during the course and made available on the Blackboard platform.

Students without lecture notes are required to replace them with the following books (the specific parts are indicated):

1. M. Weber, *La politica come professione*, in *La scienza come professione. La politica come professione*, Einaudi, Torino 2004, pages 45-121.
2. M. Freeden, *Ideologia*, Codice edizioni, Torino, 2008, chapters 1, 2, 6.

Part 2:

1. Lecture notes and teaching material presented in class;
2. G. Mazzoleni, *La comunicazione politica,* Il Mulino, Bologna, 2012 (chapters 2, 4, 5, 7, 8, 9).
3. D. Palano, *Bubble-democracy. La fine del pubblico e la nuova polarizzazione,* Scholè, Brescia 2020.

Additional study material will be indicated during the course and posted on the Blackboard platform.

Lecture notes can be replaced with the following textbooks:

* M. Cacciotto, *Il nuovo marketing politico. Vincere le elezioni e governare al tempo della politica veloce*, Il Mulino, Bologna, 2019.
* E. Novelli, *Le campagne elettorali in Italia. Protagonisti, strumenti, teorie*, Laterza, Roma-Bari, 2018.
* G. Grossi, *L’opinione pubblica. Teoria del campo demoscopico*, Laterza, Roma-Bari, 2004, chapters 2, 3, 6.

***TEACHING METHOD***

Frontal lectures and seminars.

***ASSESSMENT METHOD AND CRITERIA***

Written exam (duration: 2 hours) consisting in 6 open-ended questions (3 on part 1 + 3 on part 2). For each question, students will be asked to provide an answer of at least 30 lines. The final mark will be expressed in thirtieths.

Alternatively, attending students will have the possibility to take two interim tests: one at the end of the first part of the course (February 2023) and the other at the end of the second part of the course (May 2023). Each test (duration: 1 hour) will consist in 3 open-ended questions determining 50% of the final mark. The students failing one of the interim tests will be allowed to take it again during any official exam session.

Assessment criteria: knowledge of the topics explained in class or included in the reading list for the final exam; knowledge of the key concepts of political research; knowledge of the actors of contemporary politics and their forms of communication; use of appropriate terminology; ability to organise concepts in a clear and effective way; ability to provide relevant answers to the questions asked by the lecturer during the exam.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching and assessment will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.