

<b>Learning Unit: Political Communication and Public Opinion</b>	<b>Last Update: July 2014</b>
<b>Major: Political Science</b>	<b>Plan: 300</b>
<b>Semester: 5°</b>	<b>Credits: -</b>

Week	Topic	Activities, homework, exams	Bibliography
1	Introduction to the subject.	Textbook, methodology of the class, evaluation of the course.	Perloff, R. (2009). Political Communication. New York: Routledge.
2	Mass Media and Government Institutions Introduction to Political Communication	Summary	Perloff, R. (2009). Political Communication. New York: Routledge.
3	Early History of the Press and Presidency	Class Exposition	Perloff, R. (2009). Political Communication. New York: Routledge.
4	Modern History of the Press and Presidency	Evidence 1 Essay	Perloff, R. (2009). Political Communication. New York: Routledge.
5	Presidents and News in the Television Age	Class Exposition	Perloff, R. (2009). Political Communication. New York: Routledge.
6	Covering the Presidency	Class presentation	Perloff, R. (2009). Political Communication. New York: Routledge.
7	Presidential Rhetoric: Genres and Impact	Test 1	Perloff, R. (2009). Political Communication. New York: Routledge.
8	Congress and the Media	Essay Summary	Perloff, R. (2009). Political Communication. New York: Routledge.



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**Anexo 8.3**

**Programa Condensado**



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9	The Media and Local Politics	Evidence 2 Overview Chart	Perloff, R. (2009). Political Communication. New York: Routledge.
10	Political Communication Theories and Effects Political Communication Effects	Class exposition	Perloff, R. (2009). Political Communication. New York: Routledge.
11	Agenda-Setting	Summary	Perloff, R. (2009). Political Communication. New York: Routledge.
12	Agenda-Building	Class Exposition	Perloff, R. (2009). Political Communication. New York: Routledge.
13	Communication and the Presidential Election; Presidential Campaigns: History and Overview	Evidence 3 Concept Map	Perloff, R. (2009). Political Communication. New York: Routledge.
14	News Media Impact and Voters	Test 2	Perloff, R. (2009). Political Communication. New York: Routledge.
15	Political Advertising: Content Political Advertising: Effects.	Comprehensive Final Project Class exposition.	Perloff, R. (2009). Political Communication. New York: Routledge.
16	Upload first opportunity grades in SIASE.		Perloff, R. (2009). Political Communication. New York: Routledge.
17	Counseling for second opportunity		
18	2 <sup>nd</sup> opportunity course		
19	2 <sup>nd</sup> opportunity course		
20	2 <sup>nd</sup> opportunity Grades in SIASE		

**Student's tasks:**

Research activities

Overview charts

Summaries

Concept maps

Essay

**Evaluation.**

- (Evidence 1: Essay) = 10%
- (Evidence 2: Overview Chart) = 10%
- (Evidence 3: concept map) = 10%
- Test 1 = 15%
- Test 2 = 15%
- Comprehensive Final Project = 30%
- Ethics and values (attendance) = 10%

Total: 100

**Bibliography.**

Name of the book: Comunicación Política Y Ciudadanía.

Author(s): Muñiz, Carlos.

Editorial: Fontamara

Published: 2011

Name of the book: Teoría E Investigación De La Comunicación De Masas.

Author(s): Lozano, José Carlos

Editorial: Pearson Educación.

Published: 2007

Name of the book: Teoría E Investigación En Comunicación Social

Author(s): Igartua, Juan, J. Y Humanes, M. L.

Editorial: Síntesis

Published: 2004

Name of the book: Lo Contingente De La Palabra: Imprenta Y Opinión Pública En El México Independiente (1821-1824)

Author(s): Felipe Gaytán Alcalá

Editorial: Revista Del Centro De Investigación. Universidad La Salle, Vol. 9, Núm. 34, Julio-Diciembre, 2010, Pp. 21-39, Universidad La Salle,

Published: 2010

Localized: [Http://Www.Redalyc.Org/Articulo.Oa?Id=34215492003](http://www.Redalyc.Org/Articulo.Oa?Id=34215492003)

Name of the book: Comunicación Y Mercadotecnia Política

Author(s): Reyes Arce, Rafael

Editorial: Limusa

Published: 2012

Name of the book: Opinión Pública Y Democracia, Algunas Aportaciones Para Su Estudio.

Author(s): Juan Miguel Morales Y Gómez, Eduardo Rodríguez Manzanares, Ma. Cristina Reyes Montes, José Antonio O'quín Parrales

Editorial: Espacios Públicos, Vol. 14, Núm. 32, Septiembre-Diciembre, 2011, Pp. 183-205, Universidad Autónoma Del Estado De México

Published: 2011

Localized: [Http://Www.Redalyc.Org/Articulo.Oa?Id=67621319009](http://www.Redalyc.Org/Articulo.Oa?Id=67621319009)

Name of the book: Comunicación Política Y Opinión Pública

Author(s): Ochoa González, Osca



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Editorial: McGraw-Hill

Published: 2000

Name of the book: Cooperación Al Desarrollo Y Opinión Pública.

Author(s): Nieves Lagares Diez

Editorial: Revista De Investigaciones Políticas Y Sociológicas, Vol. 10, Núm. 1, 2011, Pp. 69-83, Universidad De Santiago De Compostela.

Published: 2011

Localized: [Http://Www.Redalyc.Org/Articulo.Oa?Id=38021396005](http://www.redalyc.org/articulo.oa?id=38021396005)

Name of the book: Lo Contingente De La Palabra: Imprenta Y Opinión Pública En El México Independiente (1821-1824)

Author(s): Felipe Gaytán Alcalá

Editorial: Revista Del Centro De Investigación. Universidad La Salle, Vol. 9, Núm. 34, Julio-Diciembre, 2010, Pp. 21-39, Universidad La Salle,

Published: 2010

Localized: [Http://Www.Redalyc.Org/Articulo.Oa?Id=34215492003](http://www.redalyc.org/articulo.oa?id=34215492003)

Perloff, R. (2009). Political Communication. New York: Routledge.

ccp. Secretarios Académicos

ccp. Auxiliar Académico

ccp. Alumno