Anexo 8.3

Programa Condensado

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

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.

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	2nd opportunity course		
19	2nd opportunity course		
20	2nd 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

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'quínn 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

Name of the book: Comunicación Política Y Opinión Pública
Author(s): Ochoa González, Osca

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

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