



# **UNIVERSIDAD COMPLUTENSE DE MADRID**

## **Universidades Norteamericanas Reunidas**

**(Breve descripción de la asignatura / Brief Course Description)**

### **Media and Politics in Europe**

The main purpose of this course is to provide the student with a complete understanding of the main dimensions and contemporary topics of the complex and evolving relationship between media and politics in Europe. Media and politics are commonly analyzed in scholarly literature from two different perspectives: first, the consideration of mass media as a crucial site for political activity; that is, from its historical origins (as a public service) to contemporary societies (the so-called globalization or the Information Society). Second, the contents of media play a key role in the creation of political consciousness and the political identity of citizenship. Media contents with a political impact involve not only the more traditional formats of TV newscasts, propaganda messages and political advertising, but also more creative and entertaining shows and new media.

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