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**COM2612**    **Tópicos Especiais em Comunicação e Produção  
Comunicação Política Comparada**  
**Prof. Arthur Ituassu**  
**Assistente: Luiz Leo**

CARGA HORÁRIA TOTAL: 45 HORAS

CRÉDITOS: 03

PRÉ-REQUISITO(S): Nenhum

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**OBJETIVOS**

O objetivo do curso é produzir uma reflexão acerca das diferentes perspectivas teóricas que envolvem a Comunicação Política Comparada. Pretendemos abordar questões, metodologias e tendências do campo, bem como análises empíricas produzidas, especialmente sobre o contexto brasileiro e latino-americano.

**EMENTA**

Comunicação Política Comparada. Questões teóricas. Metodologias. Análises empíricas. América Latina. Brasil.

**PROGRAMA**

O curso se constitui de 15 sessões descritas abaixo. A pasta do curso se encontra no link compartilhado: <https://www.dropbox.com/sh/hd08fx4k7drb9bz/AADu7MAvGPdXkawAohUhz2moa?dl=0>

**Sessão 1. Apresentação e metodologia**

**Sessão 2. Rumo à perspectiva comparada**

Referência:

Texto 01

BLUMLER, J.G.; GUREVITCH, M. *The Crisis of Public Communication*. Londres: Routledge, 1995.

1 The Crisis of Civic Communication

2 Linkages between the mass media and politics

5 Towards a comparative framework for political communication research

6 Comparative research: the extending frontier

**Sessão 3. Comparing Political Communication**

Referência:

Texto 02

ESSER, F.; PFETSCH, B. (orgs.). *Comparing political communication: Theories, Cases and Challenges*. Cambridge: Cambridge University Press, 2004.

1 Comparing Political Communication: Reorientations in a Changing World

2 Americanization, Globalization, and Secularization

3 Transnational trends in Political Communication

6 Global Political Communication: Good Governance, Human Development, and Mass Communication

#### **Sessão 4. Comparing Political Communication 2**

Referência:

Texto 02

ESSER, F.; PFETSCH, B. (orgs.). *Comparing political communication: Theories, Cases and Challenges*. Cambridge: Cambridge University Press, 2004.

14 State of the Art of Comparative Political Communication Research: Poised for Maturity?

15 From Political Culture to Political Communications Culture: A Theoretical Approach to Comparative Analysis

16 Problems of Comparative Political Communication Research: Culture as a Key Variable

17 Meeting the Challenges of Global Communication and Political Integration: The Significance of Comparative Research in a Changing World

#### **Sessão 5. Comparing Media Systems**

Referência:

Texto 03

HALLIN, D.C.; MANCINI, P. *Comparing Media Systems: Three Models of Media and Politics*. Cambridge: Cambridge University Press, 2004.

1 Introduction

2 Comparing Media Systems

3 The Political Context of Media Systems

4 Media and Political Systems, and the Question of Differentiation

#### **Sessão 6. Comparing Media Systems 2**

Referência:

Texto 03

HALLIN, D.C.; MANCINI, P. *Comparing Media Systems: Three Models of Media and Politics*. Cambridge: Cambridge University Press, 2004.

5 The Mediterranean or Polarized Pluralist Model

6 The North/Central European or Democratic Corporatist Model

7 The North Atlantic or Liberal Model

#### **Sessão 7. New Democracies**

Referência:

Texto 04

VOLTMER, K. (ed.) *Mass Media and Political Communication in New Democracies*. Londres: Routledge, 2006.

1 The mass media and the dynamics of political communication in processes of democratization: an introduction

5 In journalism we trust? Credibility and fragmented journalism in Latin America

13 New democracies without citizens? Mass media and democratic orientations - a four-country comparison

14 Conclusion: political communication between democratization and the trajectories of the past

#### **Sessão 8. Beyond the Western World**

Referências:

Texto 05

HALLIN, D.C.; MANCINI, P. *Comparing Media Systems Beyond The Western World*. Cambridge: Cambridge University Press, 2011.

1 Introduction

5 On Models and Margins: Comparative Media Models Viewed from a Brazilian Perspective

11 How Far Can Media Systems Travel? Applying Hallin and Mancini's Comparative Framework outside the Western World

12 Comparing Processes: Media, "Transitions", and Historical Change

13 Conclusion

#### **Sessão 9. New Studies**

Referência:

Texto 06

CANEL, M. J.; VOLTMER, K. (eds.). *Comparing Political Communication across Time and Space: New Studies in an Emerging Field*. Londres: Palgrave Macmillan UK, 2014.

1 Comparing Political Communication across Time and Space: Conceptual and Methodological Challenges in a Globalized World- An Introduction

2 Methodological Challenges in Comparative Communication Research: Advancing Cross-National Research in Times of Globalization

14 Conclusion: Comparing across Space and Time – Challenges and Achievements in Political Communication Research

### **Sessão 10. New new democracies**

Referência:

Texto 07

ZIELONKA, J. (org.). *Media and Politics in New Democracies: Europe in a Comparative Perspective*. Oxford: Oxford University Press, 2015.

- 1 Introduction: Fragile Democracy, Volatile Politics, and the Quest for a Free Media
- 2 The News Media between Volatility and Hybridization
- 3 Normative and Empirical Models of Democracy
- 4 Capitalist Diversity and the Media

### **Sessão 11. New new democracies 2**

Referência:

Texto 07

ZIELONKA, J. (org.). *Media and Politics in New Democracies: Europe in a Comparative Perspective*. Oxford: Oxford University Press, 2015.

- 11 Media Fragmentation and its Consequences for Democracy
- 12 Acceleration of History, Political Instabilities, and Media Change
- 13 Informal Politics and Formal Media Structures
- 20 Why is Important to Study the Media and Politics in New Democracies?

### **Sessão 12. An update**

Referência:

Texto 08

NORRIS, P. Comparative Political Communications: Common frameworks or Babelian confusion? *Review Article for Government and Opposition*, 2009.

Texto 09

ESSER, F.; PFETSCH, B. Comparing Political Communication: An update. Working Paper No. 89. *National Centre of Competence in Research (NCCR). Challenges to Democracy in the 21st Century*, 2016.

### **Sessão 13. América Latina**

Referências:

Texto 10

PORTO, M.P. "Political Communication Research in Latin America". *The International Encyclopedia of Political Communication*. Londres: Wiley, 2015.

Texto 11

WAINSBORD, S. "Political Communication in Latin America". In: SEMETKO, H.A.; SCAMMEL, M. *The Sage Handbook of Political Communication*. Londres: Sage, 2012.

### **Sessão 14. América Latina 2**

Referência:

Texto 12

MATOS, C. *Media and Politics in Latin America*. Londres: Tauris, 2012.

- 1 The Latin American media system

Texto 13

MAUESBERGER, C. "Democracy, Media, and Their Democratization in Latin America". In: *Advocacy Coalitions and Democratizing Media Reforms in Latin America: Whose Voice Gets on the Air?*. Berlin: Springer, 2016.

Texto 14

LUGO-OCANDO, J.; SANTAMARÍA, S.G. "Media, Hegemony, and Polarization in Latin America". In: ZIELONKA, J. (Ed.) *Media and Politics in New Democracies: Europe in Comparative Perspective*. Oxford: Oxford University Press, 2015.

### **Sessão 15. Brasil – entrega das questões para os alunos**

Referências:

Texto 15

ALBUQUERQUE, A. de. "Protecting Democracy or conspiring against it? Media and politics in Latin America: A glimpse from Brazil". *Journalism*, DOI: 10.1177/1464884917738376, 2017 (no prelo).

Texto 16

ALBUQUERQUE, A. de; PINTO, P.A. "O inferno são os outros: mídia, clientelismo e corrupção". *Revista Famecos*, Vol. 21, n. 2, 2014.

Texto 17

ALBUQUERQUE, A. de. "Media/Politics Connection: beyond political parallelism". *Media, Culture & Society*. (35)6, 742-758, 2013.

#### AValiação

Os encontros serão divididos em duas partes. A primeira parte será mais expositiva, a segunda, de discussão entre o grupo. Todos os presentes podem ser chamados, a qualquer momento, para relatar a sua visão sobre os textos, procurando sempre ressaltar o contexto temático das leituras, os argumentos apresentados, a sustentação dos mesmos e as dúvidas ou questões suscitadas. A avaliação terá por base a participação do(a) aluno(a) nos debates, bem como a realização de uma prova a ser feita em casa no prazo de uma semana com questões relacionadas às leituras debatidas em sala.

#### BIBLIOGRAFIA PRINCIPAL

ALBUQUERQUE, A. de. "Media/Politics Connection: beyond political parallelism". *Media, Culture & Society*. (35)6, 742-758, 2013.

ALBUQUERQUE, A. de. "Protecting Democracy or conspiring against it? Media and politics in Latin America: A glimpse from Brazil". *Journalism*, DOI: 10.1177/1464884917738376, 2017 (no prelo).

BLUMLER, J.G.; GUREVITCH, M. *The Crisis of Public Communication*. Londres: Routledge, 1995.

BLUMLER, J.G.; KAVANAGH, D. The Third Age of Political Communication: Influence and Features. *Political Communication* 16:3, 209-230, DOI:10.1080/105846099198596, 1999.

CANEL, M. J.; VOLTMER, K. (eds.). *Comparing Political Communication across Time and Space: New Studies in an Emerging Field*. Londres: Palgrave Macmillan UK, 2014.

ESSER, F.; PFETSCH, B. (orgs.). *Comparing political communication: Theories, Cases and Challenges*. Cambridge: Cambridge University Press, 2004.

ESSER, F.; PFETSCH, B. Comparing Political Communication: An update. Working Paper No. 89. *National Centre of Competence in Research (NCCR). Challenges to Democracy in the 21st Century*, 2016.

HALLIN, D.C.; MANCINI, P. *Comparing Media Systems Beyond The Western World*. Cambridge: Cambridge University Press, 2011.

HALLIN, D.C.; MANCINI, P. *Comparing Media Systems: Three Models of Media and Politics*. Cambridge: Cambridge University Press, 2004.

LUGO-OCANDO, J.; SANTAMARÍA, S.G. "Media, Hegemony, and Polarization in Latin America". In: ZIELONKA, J. (Ed.) *Media and Politics in New Democracies: Europe in Comparative Perspective*. Oxford: Oxford University Press, 2015.

MATOS, C. *Media and Politics in Latin America*. Londres: Tauris, 2012.

MAUESBERGER, C. "Democracy, Media, and Their Democratization in Latin America". In: *Advocacy Coalitions and Democratizing Media Reforms in Latin America: Whose Voice Gets on the Air?*. Berlim: Springer, 2016.

NORRIS, P. Comparative Political Communications: Common frameworks or Babelian confusion? *Review Article for Government and Opposition*, 2009.

PORTO, M.P. "Political Communication Research in Latin America". *The International Encyclopedia of Political Communication*. Londres: Wiley, 2015.

VOLTMER, K. (ed.) *Mass Media and Political Communication in New Democracies*. Londres: Routledge, 2006.

WAINSBORD, S. "In Journalism we trust? Credibility and fragmented journalism in Latin America". In: VOLTMER, K. (ed.) *Mass Media and Political Communication in New Democracies*. Londres: Routledge, 2006.

WAINSBORD, S. "Political Communication in Latin America". In: SEMETKO, H.A.; SCAMMEL, M. *The Sage Handbook of Political Communication*. Londres: Sage, 2012.

ZIELONKA, J. (org.). *Media and Politics in New Democracies: Europe in a Comparative Perspective*. Oxford: Oxford University Press, 2015.

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COMPLEMENTAR

- AVRITZER, L. *Democracy and the Public Space in Latin America*. Nova Jersey: Princeton University Press, 2002.
- BLUMLER, J.G.; KAVANAGH, D. The Third Age of Political Communication: Influence and Features. *Political Communication* 16:3, 209-230, DOI:10.1080/105846099198596, 1999.
- GUERRERO, M.A.; MÁRQUEZ-RAMÍREZ, M. (eds.) *Media Systems and Communication Policies in Latin America*. Nova York: Palgrave, 2014.
- HALLIN, D.C.; PAPATHANASSPOULOS, S. "Political clientelism and the media: southern Europe and Latin America in comparative perspective". *Media, Culture & Society*, Vol. 24, 2002, p. 175-195.
- LUGO-OCANDO, J. (ed.) *The Media in Latin America*. Nova York: Open University Press, 2008.
- MATOS, C. *Journalism and Political Democracy in Brazil*. Nova York, Lexington, 2009.
- MAUESBERGER, C. *Advocacy Coalitions and Democratizing Media Reforms in Latin America: Whose Voice Gets on the Air?*. Berlin: Springer, 2016.
- NORDESTRENG, K.; THUSSU, D.K. (eds.). *Mapping BRICS Media*. Londres: Routledge, 2015.
- AZEVEDO, F.A. "Mídia e democracia no Brasil: relações entre o sistema de mídia e o sistema político". *Opinião Pública*, Campinas, vol. 12, n. 1, Abril/Maio, 2016, p. 88-113.