

Nuevos medios de comunicación, culturas y procesos globales.

Tema específico: Medios, política de comunicación y redes sociodigitales. La pandemia en el ecosistema comunicacional. Experiencias y tendencias.

Curso en el Posgrado en Ciencias Políticas y Sociales de la UNAM

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Programa de lecturas

Miércoles 1 de febrero. Presentación del curso

Miércoles 8 de febrero

Philippe J. Maarek, Editor. *Manufacturing Government Communication on Covid-19. A Comparative Perspective.* Springer, Switzerland, 2022. Hay versión en PDF.

- Philippe J. Maarek, "Introduction: Similar and Dissimilar Patterns of Government Communication on COVID-19", pp. 1 - 12.

- Deqiang Ji y Lu Liu, "Fighting COVID-19 by National Mobilization: A Communicative Analysis of the Roles of the Chinese Government", pp. 33 - 58.

Miércoles 15 de febrero

Maarek, ed. *Manufacturing Government...*

- Sera Choi y Jangyul Robert Kim, "South Korea's On-Going Battle with COVID-19: From Masks to Vaccinations", pp. 79 - 106.

- Lars Nord, "No Lockdown Please, We Are Swedish: How the Middle Way Country Became an Extreme Case of Government Communication", pp. 107 - 121.

Miércoles 22 de febrero

Maarek, ed. *Manufacturing Government...*

- Marta Rebolledo y Jordi Rodríguez-Virgili, “National Leadership Versus Regional Command: The Case of the Spanish COVID-19 Crisis”, pp. 125 - 145.
- Sally Young, “Rituals, Reassurance, and Compliance: Government Communication in Australia during the COVID-19 Pandemic”, pp. 147 - 174.

Miércoles 1 de marzo

Maarek, ed. *Manufacturing Government...*

- Andrea Medrado y Adilson Cabral, “Contrasting Federal and State Government Communication on Facebook in Brazil: Contradictory Messages and Realities”, pp. 175 - 198.
- Marion R. Just, Joseph Saraceno y Ann N. Crigler, “Trump Confronts COVID in Press Briefings and on Twitter”, pp. 215 - 230.

Miércoles 8 de marzo

Maarek, ed. *Manufacturing Government...*

- Juliana Raupp, “ ‘The Situation Is Serious’: Angela Merkel’s Crisis Communication in the COVID-19 Pandemic”, pp. 231 - 251.
- Tabitha A. Baker y Darren Lilleker, “ ‘Not One Rule for Everyone’: The Impact of Elite Rule-Breaking on Public Trust in the UK”, pp. 301 - 317.

Miércoles 15 de marzo

- Małgorzata Winiarska-Brodowska, “COVID-19 and Government Communication in Poland”, pp. 335 - 352.
- Alexander Frame, Gilles Brachotte, and Afef Selmi, “*A vos seringuees*: French Governmental Communication on COVID-19 Vaccination via Twitter”, pp. 371 - 395.

Miércoles 22 de marzo

Katarzyna Kopecka-Piech y Bartłomiej Łódzk, eds., *The Covid-19 Pandemic as a Challenge for Media and Communication Studies*. Routledge, 2022. Hay versión en PDF.

- Katarzyna Kopecka-Piech, "Dilemmas and uncertainty. Seven research challenges during the COVID-19 pandemic", pp. 9 - 22.
- Fausto Colombo, "An ecological approach. The infodemic, pandemic, and COVID-19", pp. 35 - 48.

Miércoles 29 de marzo

Kopecka-Piech y Bartłomiej Łódzk, eds., *The Covid-19 Pandemic as a Challenge...*

- Bartłomiej Łódzki, "News shareability analysis. Global television channels as sources of information during the pandemic", pp. 93 - 104.
- Nevena Daković, "Narrative mode of analysis. From media texts to pandemic memoryscape", pp. 107 - 118.

Miércoles 5 de abril Vacación de semana santa

Miércoles 12 de abril

Kopecka-Piech y Bartłomiej Łódzk, eds., *The Covid-19 Pandemic as a Challenge...*

- Valentina Marinescu, Bianca Fox, Ramona Marinache, Daniela Roventă Frumușani y Viorica-Silvia Branea, "Diaries. The lockdown narratives of individuals", pp. 119 - 130.
- Marina Zagidullina, "Media-aesthetic approach. A global visualisation of the pandemic", pp. 131 - 142.

Miércoles 19 de abril

Kopecka-Piech y Bartłomiej Łódzk, eds., *The Covid-19 Pandemic as a Challenge...*

- Roksana M. Zdunek, “Qualitative and quantitative social media content analysis. TikTok usage by the World Health Organization during the first wave of the COVID-19 pandemic”, pp. 143 - 156.
- Sara Monaci y Simone Persico, “Mixed analysis of user activity, content and networks. Twitter’s information cascades on conspiratorial pandemics”, pp. 157 - 169.

Miércoles 26 de abril

Eszter Hargittai, *Connected in Isolation. Digital Privilege in Unsettled Times*. The MIT Press, Cambridge, 2022.

- Introducción y Cap. 1 “The Social Context of Life During Lockdown”, pp. 1 - 44.

Miércoles 3 de mayo

Eszter Hargittai, *Connected in Isolation...*

- Caps. 2 “The Digital Context of Lockdown” y 3 “Connecting on Social Media about the Pandemic”, pp. 45 -94.

Miércoles 10 de mayo. Día de asueto

Miércoles 17 de mayo

Eszter Hargittai, *Connected in Isolation...*

- Cap. 4, “Information Sources and (Mis)understanding COVID-10” y “Conclusion”, pp. 95 - 127.

Miércoles 24 de mayo. Última sesión. Fecha de ajuste.