

### BIP General presentation

<b>General Information</b>
Dates for physical activity: 09 <sup>th</sup> June to 13 <sup>th</sup> June 2025
Proposed period for virtual component: 1 <sup>st</sup> June to 06 <sup>th</sup> June 2025
Location of physical activity: Faculty of Arts and Letters (University of Beira Interior, Covilhã, Portugal)
Target audience / Participant profile: Students from Political Science; Communication; Sociology; Social Sciences in a global approach.
No. of ECTS issued: 3 ECTS.
Language of instruction and requirements: English (level B1 minimum).
Organizing board: UBI Partners
<b>Program</b>
Title: Democracy and political communication – the role of social media.
<p><b>Short description:</b></p> <p>This course aims to contribute to studying the relationship between communication and power, specifically the role of social media in the political scenario (political debate; politization; electoral campaigns; polarization).</p> <p>The study of political phenomena today is directly linked to the workings, tools, and impact of the media, and the process of digitization and control of information is crucial to analyzing the workings of political systems and electoral processes.</p> <p>In a period of propaganda, fake news, and post-truth, it is important to decode the concepts and understand the dynamics of how society works, with communication as a fundamental pillar.</p> <p>To this end, the aim is to bring together experts from both areas (communication and political science) in a cooperative effort with students from the partner universities, in a process that includes both a theoretical and a practical dimension with a view to a detailed characterization of the challenges between media and politics.</p> <p>The program is structured to take place hybrid, with 5 days in person and 12 hours online.</p> <p>The program will include 20 students. We can accommodate a higher number, according to the availability or request of the partner institutions.</p>
Proposed schedule: To build with partners.
Guests/speakers/experts (if any): The program will have the participation of 2/3 UBI professors and 4 guest speakers/professors/experts from other Portuguese universities and international partners.

**Application procedure**

**Requirements:**

- All the candidates should be students of one of the partner Universities.
- Bachelor, Master, and PhD students.
- Available to attend the entire course (online and face-to-face)

**How to apply:** International/Erasmus Office of each partner University. Each University will establish the procedures and rules for this application.

All students should be selected by 30<sup>th</sup> April 2025. We can accept later inscriptions, if you need more time to select the students.

Number per University – 3 / 4.

Main Contact:

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