



## MESTRADO PROFISSIONAL EM PODER LEGISLATIVO PLANO DE CURSO DE DISCIPLINA

### DISCIPLINA: COMUNICAÇÃO, LEGISLATIVO E OPINIÃO PÚBLICA

**Período: 1º semestre 2025**

**Carga horária total: 30 h/a**

**Código: MEST.6.09.2**

#### PROFESSORES

**FRANCISCO BRANDÃO, Dr.**

#### E-mail

francisco.brandao@camara.leg.br

#### CURRÍCULOS RESUMIDOS

##### FRANCISCO BRANDÃO, Dr.

Grupo de Pesquisa e Extensão (GPE): Ciência de Dados Aplicada ao Estudo do Poder Legislativo: abordagem computacional e métodos de análise

Doutor em Ciência Política pela Universidade da Califórnia, Santa Barbara (2018), nos campos de Política Comparada, Comunicação Política e Tecnologia da Informação e Sociedade. Possui graduação em Jornalismo pela Universidade de São Paulo (2000) e mestrado em Ciência Política pela Universidade de Brasília (2008). Entre 2022 e 2023, foi pesquisador associado da Universidade de Loughborough, no Reino Unido, no projeto PANCOPOP – Comunicação Populista em Tempos de Pandemia. Atualmente é professor visitante do Instituto Brasileiro de Ensino, Desenvolvimento e Pesquisa (IDP) e trabalha na Diretoria de Comunicação da Câmara dos Deputados.

Currículo Lattes: <http://lattes.cnpq.br/9403525530814720>

#### EMENTA DA DISCIPLINA

A interrelação entre mídia e política. A interação do Poder Legislativo com os veículos de informação. A divulgação do Poder Legislativo e a qualidade da democracia. Participação e deliberação em parlamentos. Imagem institucional do Poder Legislativo e as pesquisas de opinião pública.

#### OBJETIVO GERAL DA DISCIPLINA

O aluno deverá ser capaz de compreender, de forma panorâmica, como os processos de comunicação repercutem no Poder Legislativo e vice-versa.

#### OBJETIVOS ESPECÍFICOS DA DISCIPLINA

Compreender a relação dialética entre sociedade e Parlamento levando-se em conta a análise dos meios de comunicação, tradicionais e novos, que afetam essa relação.

Analisar a influência de tal fenômeno na modernização do Legislativo e na qualidade da democracia.

Providenciar orientação no desenvolvimento de projetos de pesquisa, que podem servir como subsídio para o Trabalho de Conclusão de Curso, oferecendo uma análise crítica para elaboração de perguntas, escolha de casos, desenho de pesquisa e uso de ferramentas de análise.

#### CONTEÚDO DA DISCIPLINA

Principais tópicos incluem:

- Conhecimento e sistemas de crença, transparência e esfera pública;
- Agendamento, enquadramento, viés cognitivo e sentimentos;
- Teorias de opinião pública;



## MESTRADO PROFISSIONAL EM PODER LEGISLATIVO PLANO DE CURSO DE DISCIPLINA

- Populismo, polarização, crises e desinformação.

### MÉTODO DE ENSINO

O curso oferece um panorama sobre os principais tópicos da comunicação política e opinião pública, por meio de leituras e discussões sobre comportamento individual e coletivo. Vamos discutir a natureza e as consequências do entendimento do público sobre política, o papel da ideologia e de valores, sua influência no Parlamento e na sociedade. O aluno também deve adquirir conhecimento sobre os desafios de medição da opinião pública, com um exercício sobre questionários de pesquisa de opinião.

### AVALIAÇÃO DE APRENDIZAGEM

A nota consiste em:

2,0 – apresentação e discussão de dois artigos da bibliografia, à escolha do aluno

2,0 – artigo original com base na literatura do curso

2,0 – desenho de questionário de pesquisa de opinião

4,0 – apresentação de projeto de pesquisa sobre comunicação, legislativo e opinião pública

O professor deve reservar a última aula para dar o resultado final do aluno na disciplina, assim como encerrar a disciplina dando um retorno sobre a experiência aos alunos.

A nota mínima para aprovação é 7,0 e a frequência mínima é de 75%.

### CONDUTA ESPERADA DO ALUNO

O aluno deve estar ciente de que se matriculou em disciplina de curso *stricto sensu*, cujo propósito é formar profissionais qualificados com habilidades de pesquisa e de produção de conhecimento. Nesse sentido, são características esperadas do aluno:

- ser proativo, organizado e gostar de estudar diariamente;
- ser responsável, pontual e respeitar prazos;
- agir como um pesquisador, o que significa trabalhar muito e de forma independente;
- ser capaz de colaborar com outros alunos e de se engajar em atividades de grupo;
- ter bom domínio da gramática da língua portuguesa;
- saber ler textos técnicos complexos em inglês.

### BIBLIOGRAFIA BÁSICA

#### Aula 1 - 2/3 - Introdução: medindo a opinião pública

KIMBALL, David C.; PATTERSON, Samuel C. Living up to expectations: Public attitudes toward Congress. **The Journal of Politics**, v. 59, n. 3, p. 701-728, 1997.

PERSSON, Mikael. From opinions to policies: Examining the links between citizens, representatives, and policy change. **Electoral Studies**, v. 74, p. 102413, 2021.

#### Aula 2 - 9/3 - Conhecimento, sistemas de crença, ideologias e valores

ACHEN, Christopher H.; BARTELS, Larry M. **Democracy for realists: Why elections do not produce responsive government**. 2017.

CARPINI, Michael X. Delli; KEETER, Scott. **What Americans know about politics and why it matters**. Yale University Press, 1996.

SMITH, Eric RAN. **The unchanging American voter**. Univ of California Press, 1989.



## MESTRADO PROFISSIONAL EM PODER LEGISLATIVO

### PLANO DE CURSO DE DISCIPLINA

#### **Aula 3 - 16/3 - Transparência, prestação de contas, esfera pública**

BENNETT, W. L.; PFETSCH, B. Rethinking political communication in a time of disrupted public spheres. **Journal of Communication**, v. 68, n. 2, p. 243–253, 2018.

DAHLGREN, P. The Internet, public spheres, and political communication: dispersion and deliberation. **Political Communication**, v. 22, n. 2, p. 147–162, 2005.

#### **Aula 4 - 23/3 - Agendamento (Agenda-setting)**

MCCOMBS, M. A look at agenda-setting: past, present and future. **Journalism Studies**, v. 6, n. 4, p. 543–557, 2005.

#### **Aula 5 - 30/3 - Enquadramento (Framing)**

NELSON, T. E.; CLAWSON, R. A.; OXLEY, Z. M. Media framing of a civil liberties conflict and its effect on tolerance. **American Political Science Review**, v. 91, n. 3, p. 567–583, 1997.

SCHEUFELE, D. A.; TEWKSBURY, D. Framing, agenda setting, and priming: the evolution of three media effects models. **Journal of Communication**, v. 57, n. 1, p. 9–20, 2007.

#### **Aula 6 - 6/4 - Viés cognitivo e sentimentos**

FLAXMAN, S.; GOEL, S.; RAO, J. M. Filter bubbles, echo chambers, and online news consumption. **Public Opinion Quarterly**, v. 80, n. S1, p. 298–320, 2016.

KAHNEMAN, Daniel. **Thinking, fast and slow**. macmillan, 2011.

TVERSKY, Amos; KAHNEMAN, Daniel. Judgment under Uncertainty: Heuristics and Biases: Biases in judgments reveal some heuristics of thinking under uncertainty. **science**, v. 185, n. 4157, p. 1124–1131, 1974.

YOUNG, L.; SOROKA, S. Affective news: the automated coding of sentiment in political texts. **Political Communication**, v. 29, n. 2, p. 205–231, 2012.

#### **Aula 7 - 13/4 - Teorias de opinião pública, aprendizado, persuasão**

MARCUS, George E.; NEUMAN, W. Russell; MACKUEN, Michael. **Affective intelligence and political judgment**. University of Chicago Press, 2000.

TABER, Charles S.; LODGE, Milton. Motivated skepticism in the evaluation of political beliefs. **American journal of political science**, v. 50, n. 3, p. 755–769, 2006.

ZALLER, John. **The nature and origins of mass opinion**. Cambridge university press, 1992.

#### **Aula 9 - 4/5 – Populismo**

ENGESSER, S.; ERNST, N.; ESSER, F.; BÜCHEL, F. Populism and social media: How politicians spread a fragmented ideology. **Information, Communication & Society**, v. 20, n. 8, p. 1109–1126, 2017.

MOFFITT, B.; TORMEY, S. Rethinking populism: Politics, mediatisation and political style. **Political Studies**, v. 62, n. 2, p. 381–397, 2014.



**MESTRADO PROFISSIONAL EM PODER LEGISLATIVO**  
**PLANO DE CURSO DE DISCIPLINA**

**Aula 10 - 11/5 - Polarização**

ABRAMOWITZ, Alan I.; SAUNDERS, Kyle L. Is polarization a myth?. **The Journal of politics**, v. 70, n. 2, p. 542-555, 2008.

DRUCKMAN, James N.; PETERSON, Erik; SLOTHUUS, Rune. How elite partisan polarization affects public opinion formation. **American political science review**, v. 107, n. 1, p. 57-79, 2013.

MCCARTY, Nolan; POOLE, Keith T.; ROSENTHAL, Howard. **Polarized America: The dance of ideology and unequal riches**. mit Press, 2016.

WEBSTER, Steven W.; ABRAMOWITZ, Alan I. The ideological foundations of affective polarization in the US electorate. **American politics research**, v. 45, n. 4, p. 621-647, 2017.

**Aula 11 - 18/5 - Crises e desastres**

BOIN, Arjen et al. **The politics of crisis management**. Cambridge University Press, 2017.

MAOR, Moshe. Rhetoric and doctrines of policy over-and underreactions in times of crisis. **Policy & Politics**, v. 46, n. 1, p. 47-63, 2018.

**Aula 12 - 25/5 - Desinformação**

FRELON, D.; WELLS, C. Disinformation as political communication. **Political Communication**, v. 37, n. 2, p. 145-156, 2020.

HUMPRECHT, E.; ESSER, F.; VAN AELST, P. Resilience to online disinformation: A framework for cross-national comparative research. **The International Journal of Press/Politics**, v. 25, n. 3, p. 493-516, 2020.

**Aula 13 - 1/6 - Imagens na comunicação**

PEARCE, Warren et al. Visual cross-platform analysis: Digital methods to research social media images. **Information, Communication & Society**, v. 23, n. 2, p. 161-180, 2020.

**Aula 14 - 8/6 - Inteligência artificial**

BROUSSARD, Meredith. **Artificial unintelligence: How computers misunderstand the world**. mit Press, 2018.

GUZMAN, Andrea L.; LEWIS, Seth C. Artificial intelligence and communication: A human-machine communication research agenda. **New media & society**, v. 22, n. 1, p. 70-86, 2020.

VACCARI, Cristian; CHADWICK, Andrew. Deepfakes and disinformation: Exploring the impact of synthetic political video on deception, uncertainty, and trust in news. **Social media + society**, v. 6, n. 1, p. 2056305120903408, 2020.



## MESTRADO PROFISSIONAL EM PODER LEGISLATIVO PLANO DE CURSO DE DISCIPLINA

### BIBLIOGRAFIA COMPLEMENTAR

#### Aula 1 - 2/3 - Introdução: medindo a opinião pública

CARMINES, Edward G.; ZELLER, Richard A. **Reliability and validity assessment**. Sage publications, 1979.

DE VREESE, C. H.; TROMBLE, R. The data abyss: how lack of data access leaves research and society in the dark. **Political Communication**, v. 40, n. 3, p. 356–360, 2023.

KIM, Jae-On; MUELLER, Charles W. **Factor analysis: Statistical methods and practical issues**. sage, 1978.

OSTINI, Remo; NERING, Michael L. **Polytomous item response theory models**. Sage, 2006.

#### Aula 2 - 9/3 - Conhecimento, sistemas de crença, ideologias e valores

AMSALEM, E.; MERKLEY, E.; LOEWEN, P. J. Does talking to the other side reduce inter-party hostility? Evidence from three studies. **Political Communication**, v. 39, n. 1, p. 61–78, 2022.

CARNEY, Dana R. et al. The secret lives of liberals and conservatives: Personality profiles, interaction styles, and the things they leave behind. **Political psychology**, v. 29, n. 6, p. 807-840, 2008.

MICHAUD, Kristy EH; CARLISLE, Juliet E.; SMITH, Eric RAN. The relationship between cultural values and political ideology, and the role of political knowledge. **Political Psychology**, v. 30, n. 1, p. 27-42, 2009.

RAPELI, Lauri. What is the best proxy for political knowledge in surveys?. **PloS one**, v. 17, n. 8, p. e0272530, 2022.

VENTURINI, Giulia. Do gender quotas increase political knowledge?. **European Journal of Political Research**, v. 64, n. 3, p. 1142-1164, 2025.

#### Aula 3 - 16/3 - Transparência, prestação de contas, esfera pública

BENESCH, Christine; BÜTLER, Monika; HOFER, Katharina E. Transparency in parliamentary voting. **Journal of Public Economics**, v. 163, p. 60-76, 2018.

CREPAZ, Michele; ARIKAN, Gizem. The effects of transparency regulation on political trust and perceived corruption: Evidence from a survey experiment. **Regulation & Governance**, v. 18, n. 3, p. 896-913, 2024.

EISENEGGER, M.; SCHÄFER, M. S. Reconceptualizing public sphere(s) in the digital age? On the role and future of public sphere theory. **Communication Theory**, v. 33, n. 2–3, p. 61–69, 2023.

JOSHI, Devin; ROSENFELD, Erica. MP transparency, communication links and social media: A comparative assessment of 184 parliamentary websites. **The Journal of Legislative Studies**, v. 19, n. 4, p. 526-545, 2013.

NIEMINEN, Jeremias; SIMOLA, Salla; TUKIAINEN, Janne. Effects of increased transparency on political divides and MP behavior: Evidence from televised question hours in the Finnish Parliament. **Legislative Studies Quarterly**, v. 49, n. 3, p. 585-616, 2024.

RAPHAEL, C.; KARPOWITZ, D. Good publicity: the legitimacy of public communication of deliberation. **Political Communication**, v. 30, n. 1, p. 17–41, 2013.

STADELMANN, David; PORTMANN, Marco; EICHENBERGER, Reiner. Full transparency of politicians' actions does not increase the quality of political representation. **Journal of Experimental Political Science**, v. 1, n. 1, p. 16-23, 2014.

#### Aula 4 - 23/3 - Agendamento (Agenda-setting)



## MESTRADO PROFISSIONAL EM PODER LEGISLATIVO PLANO DE CURSO DE DISCIPLINA

GILARDI, F.; GESSLER, T.; KUBLI, M.; MÜLLER, S. Social media and political agenda setting. **Political Communication**, v. 39, n. 1, p. 39–60, 2022.

LANGER, A. I.; GRUBER, J. B. Political agenda setting in the hybrid media system: why legacy media still matter a great deal. **The International Journal of Press/Politics**, v. 26, n. 2, p. 313–340, 2021.

VAN DER PAS, D. J.; VAN DER BRUG, W.; VLEGENTHART, R. Political parallelism in media and political agenda-setting. **Political Communication**, v. 34, n. 4, p. 491–510, 2017.

### Aula 5 - 30/3 - Enquadramento (Framing)

BOUKES, M. Episodic and thematic framing effects on the attribution of responsibility: the effects of personalized and contextualized news on perceptions of individual and political responsibility for causing the economic crisis. **The International Journal of Press/Politics**, v. 27, n. 2, p. 374–395, 2022.

CHEN, K.; MOLDER, M. L.; DUAN, Z.; BOULIANNE, S.; ECKART, C.; MALLARI, P.; YANG, D. How climate movement actors and news media frame climate change and strike: evidence from analyzing Twitter and news media discourse from 2018 to 2021. **The International Journal of Press/Politics**, v. 28, n. 2, p. 384–413, 2023.

GUENTHER, L.; JÖRGES, S.; MAHL, D.; BRÜGGEMANN, M. Framing as a bridging concept for climate change communication: a systematic review based on 25 years of literature. **Communication Research**, v. 51, n. 4, p. 367–391, 2024.

SHEHATA, A.; GLOGGER, I.; DJERF-PIERRE, M.; ZUIDERVELD, M.; ÅHREN, C.; HEDENUS, F. Same news frames, different issues: issue familiarity and dynamic framing effects. **Communication Research**, v. 0, n. 0, p. 1–20, 2024.

TVERSKY, Amos; KAHNEMAN, Daniel. **Prospect theory: An analysis of decision under risk**. David K. Levine, 1979.

### Aula 6 - 6/4 - Viés cognitivo e sentimentos

BIMBER, B.; LABARRE, J.; GOMEZ, D.; NIKIFOROV, I.; KOC-MICHALSKA, K. Media use, feelings of being devalued, and democratically corrosive sentiment in the US. **The International Journal of Press/Politics**, v. 29, p. 1-25, 2024. DOI: <https://doi.org/10.1177/19401612241253455>.

HASELL, A.; HALVERSEN, A.; WEEKS, B. E. When social media attack: how exposure to political attacks on social media promotes anger and political cynicism. **The International Journal of Press/Politics**, v. 29, p. 1-20, 2024. DOI: <https://doi.org/10.1177/19401612231221806>.

HUMPRECHT, E.; AMSLER, M.; ESSER, F.; VAN AELST, P. Emotionalized social media environments: how alternative news media and populist actors drive angry reactions. **Political Communication**, p. 1-29, 2024.

KIM, S. J.; VILLANUEVA, I. I.; CHEN, K. Going beyond affective polarization: how emotions and identities are used in anti-vaccination TikTok videos. **Political Communication**, p. 1-20, 2023.

KNOBLOCH-WESTERWICK, S.; MOTHES, C.; POLAVIN, N. Confirmation bias, ingroup bias, and negativity bias in selective exposure to political information. **Communication Research**, v. 47, n. 1, p. 104-124, 2020.

WEBSTER, Steven W.; ALBERTSON, Bethany. Emotion and politics: Noncognitive psychological biases in public opinion. **Annual review of political science**, v. 25, n. 1, p. 401-418, 2022.

### Aula 7 - 13/4 - Teorias de opinião pública, aprendizado, persuasão



## MESTRADO PROFISSIONAL EM PODER LEGISLATIVO

### PLANO DE CURSO DE DISCIPLINA

FLYNN, Daniel J.; NYHAN, Brendan; REIFLER, Jason. The nature and origins of misperceptions: Understanding false and unsupported beliefs about politics. **Political psychology**, v. 38, p. 127-150, 2017.

ZAROUALI, Brahim et al. Using a personality-profiling algorithm to investigate political microtargeting: assessing the persuasion effects of personality-tailored ads on social media. **Communication Research**, v. 49, n. 8, p. 1066-1091, 2022.

#### Aula 9 - 4/5 – Populismo

DE BRUYCKER, I.; ROODUIJN, M. The people's champions? Populist communication as a contextually dependent political strategy. **Journalism & Mass Communication Quarterly**, v. 98, n. 3, p. 896–922, 2021.

DE VREESE, C. H.; ESSER, F.; AALBERG, T.; REINEMANN, C.; STANYER, C. Populism as an expression of political communication content and style: A new perspective. **The International Journal of Press/Politics**, v. 23, n. 4, p. 423–438, 2018.

FERNANDES, J. M.; WON, M. The unintended consequences of amplifying the radical right on Twitter. **Political Communication**, v. 40, n. 6, p. 742–767, 2023.

FINLAYSON, A. YouTube and political ideologies: Technology, populism and rhetorical form. **Political Studies**, v. 70, n. 1, p. 62–80, 2022.

GERBAUDO, P. Social media and populism: An elective affinity? **Media, Culture & Society**, v. 40, n. 5, p. 745–753, 2018.

#### Aula 10 - 11/5 - Polarização

BAUM, M. A.; GROELING, T. New media and the polarization of American political discourse. **Political Communication**, v. 25, n. 4, p. 345–365, 2008.

GARRETT, R. K.; LONG, J. A.; JEONG, M. S. From partisan media to misperception: Affective polarization as mediator. **Journal of Communication**, v. 69, n. 5, p. 490–512, 2019.

KREISS, D.; MCGREGOR, S. C. A review and provocation: On polarization and platforms. **New Media & Society**, v. 26, n. 1, p. 556–579, 2024.

LELKES, Y. Mass polarization: Manifestations and measurements. **Public Opinion Quarterly**, v. 80, n. S1, p. 392–410, 2016.

MARCHAL, N. “Be nice or leave me alone”: An intergroup perspective on affective polarization in online political discussions. **Communication Research**, v. 49, n. 3, p. 376–398, 2022.

POST, S. Polarizing communication as media effects on antagonists. Understanding communication in conflicts in digital media societies. **Communication Theory**, v. 29, n. 2, p. 213–235, 2019.

ROGOWSKI, Jon C.; SUTHERLAND, Joseph L. How ideology fuels affective polarization. **Political behavior**, v. 38, n. 2, p. 485-508, 2016.

WOJCIESZAK, M.; DE LEEUW, S.; MENCHEN-TREVINO, E.; LEE, S.; HUANG-ISHERWOOD, K. M.; WEEKS, B. No polarization from partisan news: Over-time evidence from trace data. **The International Journal of Press/Politics**, v. 28, n. 3, p. 601–626, 2023.

YARCHI, M.; BADEN, C.; KLIGLER-VILENCHIK, N. Political polarization on the digital sphere: A cross-platform, over-time analysis of interactional, positional, and affective polarization on social media. **Political Communication**, v. 38, n. 1–2, p. 98–139, 2021.





## MESTRADO PROFISSIONAL EM PODER LEGISLATIVO PLANO DE CURSO DE DISCIPLINA

### Aula 11 - 18/5 - Crises e desastres

ALTAY, S.; KLEIS NIELSEN, R.; FLETCHER, R. Quantifying the “infodemic”: People turned to trustworthy news outlets during the 2020 coronavirus pandemic. **Journal of Quantitative Description: Digital Media**, v. 2, 2022. DOI: 10.51685/jqd.2022.020.

DAM, L.; BASARAN, A. M. B.; ATKIN, D. Fear of COVID-19 opinion expression: Digitally mediated spirals of silence and the situational theory of problem solving. **Journal of Broadcasting & Electronic Media**, v. 65, n. 4, p. 457–478, 2021.

MELLADO, C.; HALLIN, D.; CÁRCAMO, L.; ALFARO, R.; JACKSON, D.; HUMANES, M. L.; RAMOS, A. Sourcing pandemic news: A cross-national computational analysis of mainstream media coverage of COVID-19 on Facebook, Twitter, and Instagram. **Digital Journalism**, v. 9, n. 9, p. 1261–1285, 2021.

VALENZUELA, S.; PUENTE, S.; FLORES, P. M. Comparing disaster news on Twitter and television: An intermedia agenda setting perspective. **Journal of Broadcasting & Electronic Media**, v. 61, n. 4, p. 615–637, 2017.

### Aula 12 - 25/5 - Desinformação

ARMITAGE, R.; VACCARI, C. Misinformation and disinformation. In: **The Routledge companion to media disinformation and populism**. London: Routledge, 2021. p. 38–48.

CHAMBERS, S. Truth, deliberative democracy, and the virtues of accuracy: Is fake news destroying the public sphere? **Political Studies**, v. 69, n. 1, p. 147–163, 2021.

ERLICH, A.; GARNER, C. Is pro-Kremlin disinformation effective? Evidence from Ukraine. **The International Journal of Press/Politics**, v. 28, n. 1, p. 5–28, 2023.

SELNES, F. N. Fake news on social media: Understanding teens’ (dis)engagement with news. **Media, Culture & Society**, v. 46, n. 2, p. 376–392, 2024.

HAMELEERS, M.; HUMPRECHT, E.; MÖLLER, J.; LÜHRING, J. Degrees of deception: The effects of different types of COVID-19 misinformation and the effectiveness of corrective information in crisis times. **Information, Communication & Society**, v. 26, n. 9, p. 1699–1715, 2023.

HAUGSGJERD, A.; KARLSEN, R.; STEEN-JOHNSSEN, K. Uninformed or misinformed in the digital news environment? How social media news use affects two dimensions of political knowledge. **Political Communication**, v. 40, n. 6, p. 700–718, 2023.

LABARRE, J. Epistemic vulnerability: Theory and measurement at the system level. **Political Communication**, p. 1–21, 2024.

NORRIS, P. Cancel culture: Myth or reality? **Political Studies**, v. 71, n. 1, p. 145–174, 2023.

SANGALANG, A.; OPHIR, Y.; CAPPELLA, J. N. The potential for narrative correctives to combat misinformation. **Journal of Communication**, v. 69, n. 3, p. 298–319, 2019.

VAN DER LINDEN, S.; PANAGOPOULOS, C.; ROOZENBEEK, J. You are fake news: Political bias in perceptions of fake news. **Media, Culture & Society**, v. 42, n. 3, p. 460–470, 2020.

ZILINSKY, J.; THEOCHARIS, Y.; PRADEL, F.; TULIN, M.; DE VREESE, C.; AALBERG, T.; ZOIZNER, A. Justifying an invasion: When is disinformation successful? **Political Communication**, p. 1–22, 2024.

### Aula 13 - 1/6 - Imagens na comunicação

CHEN, Y.; SHERREN, K.; SMIT, M.; LEE, K. Y. Using social media images as data in social science research. **New Media & Society**, v. 25, n. 4, p. 849–871, 2023.





## MESTRADO PROFISSIONAL EM PODER LEGISLATIVO PLANO DE CURSO DE DISCIPLINA

DAN, V.; PARIS, B.; DONOVAN, J.; HAMELEERS, M.; ROOZENBEEK, J.; VAN DER LINDEN, S.; VON SIKORSKI, C. Visual mis- and disinformation, social media, and democracy. **Journalism & Mass Communication Quarterly**, v. 98, n. 3, p. 641–664, 2021.

FARKAS, X.; BENE, M. Images, politicians, and social media: Patterns and effects of politicians' image-based political communication strategies on social media. **The International Journal of Press/Politics**, v. 26, n. 1, p. 119–142, 2021.

HAßLER, J.; WURST, A. K.; POHL, K. Politicians over issues? Visual personalization in three Instagram election campaigns. **Information, Communication & Society**, p. 1–21, 2023.

MENDONÇA, R. F.; CAETANO, R. D. Populism as parody: The visual self-presentation of Jair Bolsonaro on Instagram. **The International Journal of Press/Politics**, v. 26, n. 1, p. 210–235, 2021.

MOFFITT, B. How do populists visually represent “the people”? A systematic comparative visual content analysis of Donald Trump and Bernie Sanders' Instagram accounts. **The International Journal of Press/Politics**, v. 29, n. 1, p. 74–99, 2024.

PENG, Y. What makes politicians' Instagram posts popular? Analyzing social media strategies of candidates and office holders with computer vision. **The International Journal of Press/Politics**, v. 26, n. 1, p. 143–166, 2021.

### Aula 14 - 8/6 - Inteligência artificial

AHMED, S. Disinformation sharing thrives with fear of missing out among low cognitive news users: a cross-national examination of intentional sharing of deep fakes. **Journal of Broadcasting & Electronic Media**, v. 66, n. 1, p. 89-109, 2022.

BARABAS, C.; BEARD, A.; DRYER, T.; SEMEL, B.; SOLOMUN, S. Abolish the #TechToPrison-Pipeline. Coalition for Critical Technology, 2020. Disponível em: <https://medium.com/@CoalitionForCriticalTechnology/abolish-the-techtoprisonpipeline-9b5b14366b16>

. Acesso em: 14 out. 2025.

BROUSSARD, M.; DIAKOPOULOS, N.; GUZMAN, A. L.; ABEBE, R.; DUPAGNE, M.; CHUAN, C. H. Artificial intelligence and journalism. **Journalism & Mass Communication Quarterly**, v. 96, n. 3, p. 673-695, 2019.

CHENG, Y.; JIANG, H. How do AI-driven chatbots impact user experience? Examining gratifications, perceived privacy risk, satisfaction, loyalty, and continued use. **Journal of Broadcasting & Electronic Media**, v. 64, n. 4, p. 592-614, 2020.

DOBBER, T.; METOUI, N.; TRILLING, D.; HELBERGER, N.; DE VREESE, C. Do (microtargeted) deepfakes have real effects on political attitudes? **The International Journal of Press/Politics**, v. 26, n. 1, p. 69-91, 2021.

ERMAN, E.; FURENDAL, M. Artificial intelligence and the political legitimacy of global governance. **Political Studies**, v. 72, n. 2, p. 421-441, 2024.

GIL DE ZÚÑIGA, H.; GOYANES, M.; DUROTOYE, T. A scholarly definition of artificial intelligence (AI): advancing AI as a conceptual framework in communication research. **Political Communication**, v. 41, n. 2, p. 317-334, 2024.

JACOBSEN, B. N.; SIMPSON, J. The tensions of deepfakes. **Information, Communication & Society**, p. 1-15, 2023.

JUNGHER, A. Artificial intelligence and democracy: a conceptual framework. **Social Media + Society**, v. 9, n. 3, e20563051231186353, 2023.

LABA, N. Engine for the imagination? Visual generative media and the issue of representation. **Media, Culture & Society**, v. 0, n. 0, 2024. DOI: <https://doi.org/10.1177/01634437241259950>



## MESTRADO PROFISSIONAL EM PODER LEGISLATIVO PLANO DE CURSO DE DISCIPLINA

RICOURTE, P. Ethics for the majority world: AI and the question of violence at scale. **Media, Culture & Society**, v. 44, n. 4, p. 726-745, 2022.

WEIKMANN, T.; GREBER, H.; NIKOLAOU, A. After deception: how falling for a deepfake affects the way we see, hear, and experience media. **The International Journal of Press/Politics**, e19401612241233539, 2024.

YANG, S.; KRAUSE, N. M.; BAO, L.; CALICE, M. N.; NEWMAN, T. P.; SCHEUFELE, D. A.; BROSSARD, D. In AI we trust: the interplay of media use, political ideology, and trust in shaping emerging AI attitudes. **Journalism & Mass Communication Quarterly**, e10776990231190868, 2023.

### CRONOGRAMA DE AULAS

| AULA | H/A | CONTEÚDO/ATIVIDADE                                                                                                      | RESPONSÁVEL       | REFERÊNCIAS |
|------|-----|-------------------------------------------------------------------------------------------------------------------------|-------------------|-------------|
| 2/3  | 2   | <ul style="list-style-type: none"><li>• Apresentação do curso e objetivos</li><li>• Medindo a opinião pública</li></ul> | Francisco Brandão |             |
| 9/3  | 2   | Conhecimento, sistemas de crença, ideologias e valores                                                                  | Francisco Brandão |             |
| 16/3 | 2   | Transparência, prestação de contas, esfera pública                                                                      | Francisco Brandão |             |
| 23/3 | 2   | Agendamento (Agenda-setting)                                                                                            | Francisco Brandão |             |
| 30/3 | 2   | Enquadramento (Framing)                                                                                                 | Francisco Brandão |             |
| 6/4  | 2   | Viés cognitivo e sentimentos                                                                                            | Francisco Brandão |             |
| 13/4 | 2   | Teorias de opinião pública, aprendizado, persuasão                                                                      | Francisco Brandão |             |
| 27/4 | 2   | Apresentação de pré-projeto de pesquisa, artigos originais                                                              | Francisco Brandão |             |
| 4/5  | 2   | Populismo                                                                                                               | Francisco Brandão |             |
| 11/5 | 2   | Polarização                                                                                                             | Francisco Brandão |             |
| 18/5 | 4   | Crises e desastres na comunicação                                                                                       | Francisco Brandão |             |
| 25/5 | 4   | Desinformação                                                                                                           | Francisco Brandão |             |
| 1/6  | 4   | Imagens na comunicação                                                                                                  | Francisco Brandão |             |
| 8/6  | 4   | Inteligência artificial                                                                                                 | Francisco Brandão |             |
| 22/6 | 3   | Apresentação de projetos finais, Entrega do resultado final, feedback e encerramento da disciplina.                     | Francisco Brandão |             |

### CARGA HORÁRIA POR PROFESSOR

|                                     |                    |
|-------------------------------------|--------------------|
| Nome do Professor Francisco Brandão | C/H: 30 horas/aula |
|-------------------------------------|--------------------|