

BSCS 405: Political Communication (3 Cr. Hrs)

Course Objectives:

The main objectives of this course are to enable students:

- To apply Public Communication Principles to the specific needs and Goals of Advocacy and Political Campaigns
- To understand Major Political Communication Elements and Impact of Media on Political Discourse, Message Development and Political Advertising
- To interpret Public Opinion, Identify and Reach Constituencies and develop Political Communication Strategies.

Learning Outcomes:

After studying this subject, the students will be able to:

- Understand Political Communication Plans by incorporating core communication and Information-Processing Principles

- Produce clear and concise assessment of a Political Communication Campaign, including both Situational Analysis and Strategic Recommendations.
- Demonstrate the ability to identify appropriate Creative Solutions to Strategic Political Communication Challenges.

Course Contents:

1. Political Communication: Background

- 1.1 Political Communication Defined
- 1.2 Communication, Society, and Social Order

2. Political Communication & Mass Media

- 2.1 Entertainment Media vs. News Media
- 2.2 Print vs. Broadcast News
- 2.3 Old and New Media
- 2.4 Free and Paid Media

3. Politics in the Media: Agenda-setting

- 3.1 Agenda-setting function of the news media
- 3.2 Framing Theory
- 3.3 News Media Bias
- 3.4 Partisan Selective Exposure
- 3.5 What is Fake News?
- 3.6 Political Propaganda
- 3.7 Tactics & Strategies

4. Political Campaigns: Phases of Political Campaigns

- 4.1 Campaign planning, Management, Strategies, and Tactics
- 4.2 Social Media & Politics
- 4.3 Twitter bots
- 4.4 Facebook & Democracy
- 4.5 Advertising

4.6 Negative Advertising

5. Improving Political Communication

5.1 Communication as a means for improving Political Communication

5.2 Lessons learned from the 2018 elections

Teaching Methodology:

- Lectures
- In-Class Activities
- Written Assignments

Assessment:

- Midterm Assessment
- Formative Assessment (Classroom participation, Attendance, Assignments and Presentations, Attitude and Behavior, Hands-on Activities, Short Tests, Quizzes etc.)
- Final Assessment

Recommended Readings:

An Introduction to Political Communication *By Brian McNair* ISBN 9780415739429

Published June 27, 2017 by Routledge

Democracy and Fake News *Information Manipulation and Post-Truth Politics*

Edited By Serena Giusti, Elisa Piras ISBN 9780367479541

Published December 30, 2020 by Routledge

The Dynamics of Political Communication: Media and Politics in a Digital Age

By Richard M. Perloff Published 2014 by New York: Routledge (first published November 25th 2013)