

Nombre de crédits : 2

Langue d'enseignement : Anglais

Responsable du cours : BURLAT CLAIRE

Enseignants : STETKA Vaclav

≡ DESCRIPTION DU COURS

It is a class for all those who work in the political communication field – especially in their Memoire - covering media effects, communication strategies. The course will cover the relation between media and political sphere (institutions and political actors). We will discuss the role of media during and outside electoral campaigning and the efforts of political actors to perform a good electoral campaign. We will discuss the usage of different media presence and potential response of the society for communication during electoral and non-electoral periods. Finally we will discuss the civic political engagement and influence of the new media.

≡ OBJECTIF DU COURS

Students will be able to understand how political actors are building their political image, how media are covering those images and what effect it may bring for the voters and vote choice. Students will become familiar with different theoretical approaches.

Understand the role of media in democratic regimes

Understand the relation: media – political actors – citizens

Voter choice and the factors influencing electoral behavior?

≡ LEARNING OBJECTIVES

Learning goals C4B	LG1 - Analyse
Learning objectives C4B	LO2 - Analyser des situations complexes
Outcomes	Niv. 0 - NC
Learning goals C4B	LG2 - Action
Learning objectives C4B	LO5 - Evaluer, prévenir et gérer les risques à court, moyen et long terme
Outcomes	Niv. 0 - NC
Learning goals C4B	LG3 - Entrepreneuriat et innovation
Learning objectives C4B	LO8 - Oser prendre des risques dans le cadre d'un projet
Outcomes	Niv. 0 - NC
Learning goals C4B	LG4 - RSO
Learning objectives C4B	LO12 - Arbitrer en fonction des considérations économiques, sociétales et environnementales
Outcomes	Niv. 0 - NC
Learning goals C4B	LG5 - Coopération
Learning objectives C4B	LO13 - Communiquer et interagir
Outcomes	Niv. 0 - NC

≡ CONCEPTS ENSEIGNÉS

Political communication, media effect, political actors, electoral behavior, media systems, online communication, advertising, political systems

≡ MÉTHODES PÉDAGOGIQUES

case studies, discussion, development of own project

≡ TRAVAIL ATTENDU ET ÉVALUATION

Activity and participation during the class, Presentation on a current topic.

Short essay at the end of the class.

≡ BIBLIOGRAPHIE

Students are encouraged to search for the books on political communication in the library. There is no required reading for the course.

≡ MÉTHODE D'ÉVALUATION

40 % : Contrôle continu

60 % : Contrôle terminal

≡ SÉANCES

1

BRIEFING : 04h00

Introduction to political communication: what is political communication?

Comparing media systems

Comparative electoral behavior, electoral systems and public opinion

Models of political communication

Actors in the political communication process

Political communication – propaganda – public relations – political marketing

Debating – effective use of different media

Media effects and political communication I

Media effects and political communication II

New media in political communication

Sound bites
