

# SCC1617\_M1\_ELE06

## POLITICS AND MEDIA COVERAGE IN FRANCE AN INTERNATIONAL PERSPECTIVE

---

**Number of ECTS credits :** 3

**Course language :** English

**Course leader :** POHARDY Olivier

**Faculty :** PAWELSKI Léa

### ≡ COURSE DESCRIPTION

The aim of this class is to explore how political events in press is co-produced by politicians, polls and journalists. Due to an increasing interdependence between mass communication and political processes, the role of media in political campaigns generated much debate. News is constructed by telling stories.

Helped by assistants (spin doctors, press officers...), politicians build and apply communication strategy in order to get maximum media coverage which is as closed as possible with the image (personality) they're looking for and political stakes (ideas and actions). Thus, they need to anticipate and take profit of the way in journalists build news. Indeed, in a competitive situation, media strategies have attract the widest audience they can. But, this economic imperative has direct consequences on the political content in press, characterized by the dramatization, personalization (in France, the constitution also contributes to personalize politics) and fragmentation.

### ≡ COURSE OBJECTIVES

Students assimilate main theoretical knowledge about politics treatment by the media. Theory would be illustrated by the analysis of different documents in order to understand how work political communicationactors.

This knowledge have to be mobilized to achieve pratical situations in class. In groups of 3 or 4 students, for instance, you will prepare a televised debate during an election. You can choose a scenario – prepared by the teacher-. All students will vote to choose the best team. To finish, final exam will consist in an analyse of a political communication event.

### ≡ LEARNING GOALS

### ≡ TACKLED CONCEPTS

Political communication, Medias, Journalism.

### ≡ LEARNING METHODS

Cases studies, theoretical knowledge and practice.

### ≡ ASSIGNMENTS

-

## ≡ BIBLIOGRAPHY

- Reviews

*Journal of Communication*

International Journal of Press/Politics

*Mots. Les langages du politique*

*Politiques de communication*

*Le temps des médias. Revue d'Histoire*

- Books

Gunther, Richard, & Mughan, Anthony (Eds.), *Democracy and the media a comparative perspective*, Cambridge : Cambridge University Press, 2000

Hall Jamieson, Kathleen, & Waldmann, Paul, *The Press Effect. Politicians, journalists, and the stories that shape the political world*, New York : Oxford University Press, 2004

Mcnaair Brian, *An Introduction to Political Communication*, London : Routledge, 20

## ≡ EVALUATION METHODS

## ≡ SESSIONS

**1**

BRIEFING : 03h30

---

Introduction : The growth of political communication in contemporary democracies

Politics and Press :1. Find the right image

Politics and Press : 2. Find the right turn of phrase or idea

---

## 2

BRIEFING : 03h30

---

The empowerment of political journalists

“news management” : 1. pseudo-event

“news management” : 2. « storytelling »

« spin doctors »

---

## 3

BRIEFING : 03h30

---

Peopolization and infotainment

Oral

Political actors and new media : social networks, news channels and smartphones. The rise of “fast politics”

Final exam (2 h 30)

---