

**Number of ECTS credits :** 3

**Course language :** English

**Course leader :** BURLAT Claire

**Faculty :** KOC-MICHALSKA Karolina

## **≡ COURSE DESCRIPTION**

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.

## **≡ COURSE OBJECTIVES**

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 GOALS**

## **≡ TACKLED CONCEPTS**

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

## **≡ LEARNING METHODS**

## **≡ ASSIGNMENTS**

Activity and participation during the class, Presentation on a current topic (40%)

Short essay at the end of the class. Students will be asked to write a short 2000 words essay about one of the topics discussed in the class. (60%)

## **≡ BIBLIOGRAPHY**

## **≡ EVALUATION METHODS**

**40 % :** Contrôle continu

**60 % :** Contrôle terminal

## **≡ SESSIONS**

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

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