SCC2021_3A_ELE11
POLITICAL COMMUNICATION

Number of ECTS credits : 3
Course language : Anglais
Course leader : BURLAT CLAIRE
Speakers : STETKA Vaclav

☰ 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 OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO2 - Analyse complex situations
Outcomes	Lev. 3 - Support one's conclusions and issue well-reasoned recommendations

C4B learning goal	LG2 - Action
C4B learning objective	LO5 - Evaluate, prevent and manage short, medium and long-term risks
Outcomes	Lev. 3 - Prioritize risk scenarios, decide a risk management plan and ensure the implementation of a risk management/prevention plan

☰ TACKLED CONCEPTS

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

☰ LEARNING METHODS

case studies, discussion, development of own project

☰ EXPECTED WORK AND EVALUATION

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

Short essay at the end of the class.

☰ BIBLIOGRAPHY

Students are encouraged to search for the books on political communication in the library.
Other sugesstions:
Bennett, W. L., & Iyengar, S. (2008). A New Era of Minimal Effects? The Changing Foundations of Political Communication. *Journal of Communication*, *58*(4), 707–731. https://doi.org/10.1111/j.1460-2466.2008.00410.x
Groshek, J., & Koc-Michalska, K. (2017). Helping populism win? Social media use, filter bubbles, and support for populist presidential candidates in the 2016 US election campaign. *Information, Communication & Society*, *20*(9), 1389–1407. https://doi.org/10.1080/1369118X.2017.1329334
McNair, B. (2017). *An introduction to political communication* (5th ed). London ; New York: Routledge.

☰ EVALUATION METHODS

40 % : Contrôle continu
60 % : Contrôle terminal

☰ SESSIONS

1

BRIEFING : 04h00

Introduction to political communication: what is political communication?

Comparing media systems

Comparative electoral bahavior, 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

2

Session 2
LECTURE : 07h00

Political communication and campaigning in populist times

- populist "Zeitgeist"

- populism as communication style

- media as accomplices of populism?

  - populism and "post-truth"

Political polarization, media bias and trust

- roots and consequences of polarization

- media and polarization

  - polarization in a new media environment: filter bubbles, echo chambers

Comparing media systems and electoral behaviour

- models of media and politics

  - electoral systems and changing voters' behaviour

3 Session 3
LECTURE : 07h00

Media effects and political communication

- theories of media effects

- agenda setting & framing

  - intermedia agenda setting

BREAK

11:30-13:00

Political advertising and campaigning in a digital age: challenges for democracy

- the power of the digital platforms, and how to regulate them

- disinformation, bots and authenticity in digital political communication

Group presentations (1-3) + discussion

BREAK

Group presentations (4-5) + discussion

Preparation for final essay

4 Session 4
LECTURE : 04h00

Final summary

BREAK

EXAM (essay)