

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

POLITICAL COMMUNICATION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
POLITICAL COMMUNICATION	PR2273390	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Political Campaign, Media and Politics				
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Esra OĞUZHAN				
Name of Lecturer(s)	Assoc.Prof. Hüseyin ALPTEKİN				
Assistant(s)	This course is designed as an introduction to the discipline of Political Science. The course investigates fundamental issues, questions, ideas, concepts, actors and institutions of the field and warms up students who aim to understand the nature of politics. Students are expected to learn the role of politics in social, economic and political life, as well as how political science explains the society, economy and politics. They are also expected to adapt concepts, institutions, ideas, models and theories of political science to their analysis in their fields of study in a comparative perspective.				
Aim	This course is designed as an introduction to the discipline of Political Science. The course investigates fundamental issues, questions, ideas, concepts, actors and institutions of the field and warms up students who aim to understand the nature of politics. Students are expected to learn the role of politics in social, economic and political life, as well as how political science explains the society, economy and politics. They are also expected to adapt concepts, institutions, ideas, models and theories of political science to their analysis in their fields of study in a comparative perspective.				
Course Content	This course contains; Political Communication, Theories and Approaches of Political Communication, Political Participation and Political Socialization, Political Media, Persuasion in Politic and Body Language, Political Marketing, Political Culture, Midterm, Political Public Relations, Political Advertising, Political Campaigns, New Trends in Political Communication, Political Leadership and Social Media, General Evaluation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Students can make analyze of the media and its effects. And actually they can understand the relationship between media, politic and democracy			16, 9	D, E	
Teaching Methods	16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	D: Oral Exam, E: Homework				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Political Communication				
2	Theories and Approaches of Political Communication				
3	Political Participation and Political Socialization				
4	Political Media				
5	Persuasion in Politic and Body Language				
6	Political Marketing				
7	Political Culture				
8	Midterm				
9	Political Public Relations				
10	Political Advertising				
11	Political Campaigns				
12	New Trends in Political Communication				
13	Political Leadership and Social Media				
14	General Evaluation				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
<p>Kaid, L. (2004). Handbook of Political Communication Research, Lawrence Erlbaum Associates Publishers.</p> <p>McNair, B. (2011). An Introduction of Political Communication, 5th edition, Routledge Taylor&Francis Group. Brooke Gladstone and Josh Neufeld.. The Influencing Machine: Brooke Gladstone</p> <p>on the Media, Norton and Company, 2011.</p> <p>Linda Polman, The Crisis Caravan. What's Wrong with Humanitarian Aid? Metropolitan, 2010.</p> <p>Drew Westen, The Political Brain: The Role of Emotion in Deciding the Fate of the Nation. Public Affairs, 2007.</p>