

**School of Communication / Public Relations and Advertising**

**2023 - 2024 Academic Year**

**POLITICAL COMMUNICATION**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
POLITICAL COMMUNICATION	HR2250470	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Esra OĞUZHAN				
<b>Name of Lecturer(s)</b>	Assist.Prof. Esra OĞUZHAN				
<b>Assistant(s)</b>					
<b>Aim</b>	To define the transformation and institutionalization of political communication in liberal democracies by considering political communication in the mainstream and critical dimensions within the historical development process.				
<b>Course Content</b>	This course contains; The ways of defining political communication. Relations between politics and communication.,The main actors of political communication. Role and functions of political communication.,The role of political communication in ensuring political legitimacy. Relations between political communication and the politics of politics.,Types of rhetoric and rhetoric as a form of political communication.,The role of the media on political speech and political speech today.,Functions of political campaigns, election campaigns and professionalization process in Turkey. Political representation.,Institutionalization of Political Communication and Press Freedom Struggle,Political campaigns / advertisements,Elements affecting the political agenda and the political agenda.,Attempts to explain the voting behavior of the electorate and the elements that have influenced the election of a particular party or candidate.,Public space and public opinion in mainstream and critical approaches,Public opinion and public opinion research as a socio-psychological concept,Civil society / civil disobedience,New social movements.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
evaluate the connections between the concepts of politics and communication.			10, 16, 9	A	
categorizes the main actors of political communication.			10, 16, 9	A	
suggests their different conception of political communication.			10, 16, 9	A	
Distinguishes the main arguments of mainstream and critical approaches towards political communication.			10, 16, 9	A	
defines the historical development of political communication and the process of institutionalization in liberal democracies.			10, 16, 9	A	
defines the differences between freedom of communication and freedom of the press			10, 16, 9	A	
evaluates the main arguments of mainstream and critical approaches towards political communication.			10, 16, 9	A	
defines relations between neo-liberal economic policies and new trends in political communication.			10, 16, 9	A	
analyze the role of political communication in ensuring political legitimacy.			10, 16, 9	A	
Analyzes the relations between media and politics.			10, 16, 9	A	
Critically evaluate media texts.			10, 16, 9	A	
Evaluates the relation between political communication, new social movements and freedom of communication.			10, 16, 9	A	
<b>Teaching Methods</b>	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	The ways of defining political communication. Relations between politics and communication.				
2	The main actors of political communication. Role and functions of political communication.				
3	The role of political communication in ensuring political legitimacy. Relations between political communication and the politics of politics.				
4	Types of rhetoric and rhetoric as a form of political communication.				
5	The role of the media on political speech and political speech today.				
6	Functions of political campaigns, election campaigns and professionalization process in Turkey. Political representation.				
7	Institutionalization of Political Communication and Press Freedom Struggle				
8	Political campaigns / advertisements				
9	Elements affecting the political agenda and the political agenda.				
10	Attempts to explain the voting behavior of the electorate and the elements that have influenced the election of a particular party or candidate.				
11	Public space and public opinion in mainstream and critical approaches				
12	Public opinion and public opinion research as a socio-psychological concept				
13	Civil society / civil disobedience				
14	New social movements				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

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**Resources**

Karasar, N. (2009). Bilimsel Arařtırma Yöntemi-Kavramlar, ilkeler, Teknikler. Ankara: Nobel Kaptan, S. (1995). Bilimsel Arařtırma ve İstatistik Teknikleri, Ankara. Balcı, A. Sosyal Bilimlerde Arařtırma, Yöntem, Teknik ve İlkeler. 7. Baskı,Ankara: Pegem Akademi. Büyüköztürk, Ş., vd. (2009). Bilimsel Arařtırma Yöntemleri. 3. Baskı. Ankara:Pegem Akademi. Ural, A., Kılıç, İ. (2005). Bilimsel Arařtırma Süreci ve SPSS Veri Analizi. Ankara:Detay Yayıncılık. Huber, E., Uzun, L. (2001). Metin Türü ve Yazma Edimi iliřkisi: Bilimsel Metin Yazma Edimi. Dilbilim Arařtırmaları 2001. s.9-35. İstanbul: Boğaziçi Üniversitesi Yayınevi. Çeřitli örnek arařtırma yazıları ve tezler.

Slide presentations