

## Vesalius College

### Course description

**Course title:** Political Communication

**Course code:** CMM 251E / CMM 351

**Teacher responsible:** George Terzis

**Course description:**

The course looks at the use made of the media by political actors who range from presidents to terrorists, and it analyses the ways in which communication strategies may be used to shape public opinion. It focuses on the roles of political reporting, advertising, and public relations in politics, and provides a detailed consideration of the political and philosophical implications of the changing mass communication landscape, fuelled by the impact of the new communication technologies.

**Course objectives:**

By analyzing the relationship between political actors, the media and the public students will gain:

- An understanding of the ways in which dominant ideologies shape mass communication strategies
- An understanding of the ways in which mass communication strategies shape political public opinion

**Skills Progression**

The Vesalius Communications Curriculum Committee has created a list of specific skills for Communication majors that must be developed in 200-level required courses. Most of those skills have been implemented into the course structure of CMM 251E. In particular:

- enhanced writing skills, including the ability to employ rhetorical strategies effectively in written and oral assignments, summary writing and creativity
- reinforced research skills
- critical thinking
- interviewing techniques
- how to use statistics in reports, media planning, surveys and marketing
- extended presentation skills with PowerPoint
- ability to design and conduct surveys, using data
- ability to assess various communications models for effectiveness while factoring in the increasingly global perspective.

**Grade weighting scheme:**

The final grade will be based on the following:

- Research Paper 30%
- Presentation 10%
- Mid-Term Exam 20%
- Final Exam 30%
- In Class Participation 10%

**Used course material (handbooks, readers, readings, newspapers, magazines) and references:****Textbook:**

Title: An Introduction to Political Communication

Author: Brian McNair

Publisher: Routledge

Edition: Third 2003