POLITICAL COMMUNICATION

Introduction

In this module students are introduced to the basic theories, current research and professional practices in the political communication area.

Module Learning Outcomes

Students will meet the following learning outcomes:

(i) Have an understanding of framing and agenda setting and other political communication theories.
(ii) Be able to identify and examine the role played by actors within the political communication sector.
(iii) Undertake research into political communication strategies and identity methods and propose communication tactics.

Module Topics

(1) Strategic Political communication
     Creating a message, branding a candidate, campaign or a party
(2) Framing and Agenda Setting
     From theory to practice
(3) Political Advertising
     Formal and informal
     The European and international experiences
(4) Protest and political communication
(5) Media Technologies and political communication
(6) Politics of Illusion. Lance Bennett's media theories
(7) Elections and the news media