

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	APPLIED SCIENCES		
<b>DEPARTMENT</b>	DIGITAL MEDIA AND COMMUNICATION		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	<b>DMC 315</b>	<b>SEMESTER OF STUDY</b>	3 <sup>rd</sup>
<b>COURSE TITLE</b>	POLITICAL COMMUNICATION		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures		2	
Practice - Workshops		2	
Total		4	5
<b>COURSE UNIT TYPE</b>	Compulsory, Course Specialization		
<b>PREREQUISITES :</b>	-		
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	GREEK		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	Yes (in English)		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://elearn.teikoz.gr/course/view.php?id=71">http://elearn.teikoz.gr/course/view.php?id=71</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>The module analyses the role of political communication in contemporary political life, by emphasizing the effects that media impose on modern political communication methods, on political parties as well as on the electoral (and in general political) behavior of citizens. Special emphasis is given on the analysis of the characteristics of political discourse as the main medium between citizens and politicians and to the concept of ideology as one of the most important factors in contemporary politics. Several facets and techniques of political communication are analyzed further, such as political advertisement, public relations, the role of television debates and polls and Internet communication. Additionally the module investigates the effects of mediated political communication on political discourse and on the construction of the public sphere.</p> <p>On successful completion of this module the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Acquire critical understanding of the characteristics of contemporary political communication</li> <li>2. Analyze the different theoretical approaches in political communication.</li> <li>3. Compare and evaluate the different research methods in political communication</li> <li>4. Approach critically various social and institutional debates that arise from contemporary political communication.</li> <li>5. Analyze and assess the consequences of mediated communication in contemporary democracy.</li> </ol>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>- Teamwork</li> <li>- Critical thinking</li> <li>- Free, creative and inductive thought</li> <li>- Essay in an interdisciplinary field</li> <li>- Search, Analysis and Synthesis of data and information with the use of necessary technologies.</li> </ul>

### 3. COURSE CONTENTS

The course is organized around topics such as:

- The tripartite relationship in modern political communication (Politics, Mass Media, Audience)
- The significance and characteristics of mediated political communication.
- The concept and the significance of political discourse in political communication
- The concept of ideology and its significance in contemporary politics.
- Electoral campaigns, contemporary forms of political communication, public relations and politics, the codes of political advertisement.
- The role of the audience, Television, Internet and their effects on politics.
- The characteristics of contemporary political discourse.
- The construction of political reality by Mass Media and the levels of construction.
- Contemporary political communication and democratic procedures, media democracy.
- Public sphere and deliberation.

### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In-Class	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Support of the learning process through the e-class platform.	
<b>TEACHING METHODS</b>	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	26
	Practice - Workshops	26
	Project Work (non-compulsory)	29
	Personal Study	44
	<b>Total Work Load for student with project work</b>	<b>125</b>
	Lectures	26
	Practice - Workshops	26
	Personal Study	73
	<b>Total Work Load for student without project work</b>	<b>125</b>
<b>ASSESSMENT METHODS</b>	I. End of Semester Formal Examination (60% or 100%) - Short answer questions - Essay questions - Questions of solving communication problems. II. Presentation of Group Projects (40% or 0%)	

### 5. RESOURCES

**-Recommended Book Resources:**

- Deligiaouri Anastasia *Political Discourse and Television. Politics, Ideology and Mass Media*, Epikentro publications, Thessaloniki, 2012.
- Kaitatzi, Whitlock, Sofia, *Forms and Media of Political Communication*, University Studio Press publications, Thessaloniki, 2010.
- Brian Mc Nair *Εισαγωγή στην Πολιτική Επικοινωνία*, εκδ. Κατάρτι, Αθήνα 2005.
- Demertzis Nikos, *Political Communication, Publicity, Risk and the Internet*, Papazissis publications, Athens, 2002.
- Panagiotopoulou, Roi (ed) *The construction of political reality*, Typothito publications, G. Dardanos, Athens, 2003.
- Edelman M., *Η κατασκευή του πολιτικού θεάματος* Εκδόσεις Παπαζήση, Αθήνα, 1999.
- Meyer, Th., & Hinchman, L., *Media Democracy, How the media colonize politics*, Polity Press and

Blackwell, Cambridge, UK 2002.

- Webster, F., (ed), *Culture and Politics in the information age, A new politics?* Routledge, London, New York 2001.

- Norris, Pippa, *A Virtuous Circle. Political Communications in Postindustrial Societies*, Cambridge, Cambridge University Press, 2002.

- Jenkins, Henry and Thornburn, David (eds), *Democracy and New Media*, The MIT Press, Cambridge, Massachusetts, London, England, 2003.

- Fishkin, James, S. & Laslett, Peter (eds) *Debating Deliberative Democracy*, Malden, MA, USA, Oxford, UK, Victoria, Australia: Blackwell Publishing, 2003

**- Recommended Article/Paper Resources:**

- Gutmann, Amy & Thompson, Dennis "Deliberative Democracy Beyond Process" στο Fishkin, James, S. & Laslett, Peter (2003) (eds) *Debating Deliberative Democracy*, Malden, MA, USA, Oxford, UK, Victoria, Australia:Blackwell Publishing, σελ. 31-52, 2003

- Butsch, Richard "Introduction. How Are Media Public Spheres?" στο Butsch, Richard (ed) 2008 *Media and Public spheres*. Houndsmills: Palgrave, Macmillan σελ. 1-15.

- Dahlgren, Peter & Olsson, Tobias "From Public sphere to Civic Culture: Young Citizens' Internet Use" στο Butsch, Richard (ed) 2008 *Media and Public Spheres*. Houndsmills: Palgrave, Macmillan σελ. 198-210.

- Oates, Sarah & Gibson, Rachel "The Internet, Civil society and Democracy: a comparative perspective" στο Oates, Sarah, Owen, Diana & Gibson, Rachel (eds) (2006) *The Internet and Politics. Citizens, voters and activists*, London, New York: Routledge.

Papathanasopoulos, S 'Contemporary Media and Political Communication, *EEPE* 16, pp., 11-33, 2000.