

Faculty of Political Science / JOURNALISM / Political Communication

<b>Course:</b>	Political Communication			
<b>Course ID</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS credits</b>	<b>Lessons</b> (Lessons+Exercises+Laboratory)
6844	Mandatory	5	6	2+1+0
<b>Programs</b>	JOURNALISM			
<b>Prerequisites</b>	No prerequisites required			
<b>Aims</b>	This course aims to train students to understand the basics and effects of political communication, its elements and instruments.			
<b>Learning outcomes</b>	Students who successfully complete this course will be able to: indicate and briefly describe the basic terms in the area of political communication; express and explain the relationship between politics and media; evaluate the basis for the development of political communication in Montenegro; compare channels, quality and purposefulness of communication of political actors in Montenegro with modern trends in the area of political communication.			
<b>Lecturer / Teaching assistant</b>	Olivera Komar, PhD, Assistant Professor Slaven Živković, teaching assistant			
<b>Methodology</b>	Lectures, exercises, seminars, consultations, discussions, debates, tests.			
<b>Plan and program of work</b>				
Preparing week	Preparation and registration of the semester			
I week lectures	Introductory lecture, overview of the discipline			
I week exercises	N/A			
II week lectures	Politics, democracy and the media			
II week exercises	Analyses and discussion about article - "Media and democratic theory" James Curran			
III week lectures	The effects of political communication			
III week exercises	Analyses and discussion about article - "What voters learn from media" David H. Weaver			
IV week lectures	Political media			
IV week exercises	Analyses and discussion about article - "The Agenda-Setting Role of the Mass Media in the Shaping of Public Opinion" Maxwell McCombs			
V week lectures	Media as political actors			
V week exercises	Analyses and discussion about movie - "Our brand is crises"			
VI week lectures	Political communication in Montenegro - Practicum			
VI week exercises	Analyses and discussion about article - "The power of television images: the first Kennedy-Nixon debate revisited" - James N. Druckman			
VII week lectures	Test			
VII week exercises	Test			
VIII week lectures	Political communication of parties I: Advertising			
VIII week exercises	Analyses and discussion about article - ""Politics, corporate PR, campaigning" Kevin Moloney			
IX week lectures	Political communication of parties II: Political public relations			
IX week exercises	Analyses and discussion about article - "Reconciling marketing with political science: theories of political marketing" D. Wring			
X week lectures	Political communication of pressure groups			
X week exercises	Analyses and discussion about movie - "Manufacturing consent - Noam Chomsky"			
XI week lectures	Test - second term			
XI week exercises	Test - second term			
XII week lectures	International political communication			
XII week exercises	Analyses and discussion about article - "The CNN Effect: The Search for a Communication Theory of International Relations" Eytan Gilboa			
XIII week lectures	Politics and democratic process			

XIII week exercises	Analyses and discussion about article - "Characterizing and modeling an electoral campaign in the context of Twitter: 2011 Spanish Presidential Election as a case study" Morales, Losada & Benito					
XIV week lectures	Politika i demokratski proces II					
XIV week exercises	Analyses and discussion about article - "The Impact of Media Bias: How Editorial Slant Affects Voters" Druckman&Parkin					
XV week lectures	Final overview of the course					
XV week exercises	Short students' presentations about relevant literature					
<b>Student workload</b>						
<b>Per week</b>			<b>Per semester</b>			
<b>6 credits x 40/30=8 hours and 0 minuts</b> 2 sat(a) theoretical classes 0 sat(a) practical classes 1 excercises <b>5 hour(s) i 0 minuts</b> of independent work, including consultations			Classes and final exam: <b>8 hour(s) i 0 minuts x 16 =128 hour(s) i 0 minuts</b> Necessary preparation before the beginning of the semester (administration, registration, certification): <b>8 hour(s) i 0 minuts x 2 =16 hour(s) i 0 minuts</b> Total workload for the subject: <b>6 x 30=180 hour(s)</b> Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) <b>36 hour(s) i 0 minuts</b> Workload structure: <b>128 hour(s) i 0 minuts (cources), 16 hour(s) i 0 minuts (preparation), 36 hour(s) i 0 minuts (additional work)</b>			
<b>Student obligations</b>						
<b>Consultations</b>						
<b>Literature</b>			Literature: - McNair, Brian, Uvod u političku komunikaciju, Fakultet političkih znanosti, Zagreb, 2003 Additional literature: - Čomski, Noam, Kontrola medija: spektakularna dostignuća propagande, Rubikon, Novi Sad, 2009 - Curran, James, Media and dem			
<b>Examination methods</b>			Activities during exercises: 20 points. Test: 30 points Final exam: 50 points Student passes the course by collecting at least 51 points.			
<b>Special remarks</b>						
<b>Comment</b>			Additional information on this course can be obtained during consultations			
<b>Grade:</b>	F	E	D	C	B	A
<b>Number of points</b>	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points