

Course Title : Political Communication

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 352	D	6	3	0	0	3.00	6
Lecturer and Office Hours			Erlis Çela, PhD				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Bachelor				
Description			The course presents the base concepts of the political communication in the era of the ne generation media. While the media's role in mediating between political actors and the audience has grown, also is increased the importance of publicists, press agents and public relations agnts differently called as political public relations industry. The course aims to explain the role of the political actors and their relations with the massmedia in in the framework of political communication process. A special attention is delivered to the stategic communication and political marketing during political campaigns (political elections). The course aims to explore the problems that deal with the political use of media however even to the interaction of political communication elements.				
Objectives			This course will help the students: - to understand the imporance that the political communication has and to know the base principles of this field. - to gain knowledge related to the role of media and to understand the interaction of the political communication elemets. - to gain knowledge related to political marketing, advertisement and the effect on the process of the political communication. - to develop the analitical skills related to the field of media and communication.				

Course Outline

Week	Topics
1	Political communication definition/ knowledge over the course/ presentation of the syllabus.
2	Political Comunication concept/ idetification of the actors included in this process.
3	Politics, democracy and media/ the role of media in the democratical process.
4	Political communication effects/ political campaigns and the marketing of politics.
5	Political media/ mediatic medium and the relations with the actors of political communication.
6	Media as a political actor.
7	Political communication of parties/ political advertisement.
8	Midterm Exam
9	Political communication of parties / political public relations.
10	Pressure group politics / sociology of the resources strategies.
11	International politics communication/ international conflict and political communication.
12	Media and politics in Albania. Analysis of political leaders discourses during campaigning.
13	Propaganda and the communication during dhe a war conflict.
14	Presentation of the term projects.
15	Presentation of the term projects.
16	Final Exam
Prerequisites	
Textbook	
• McNair, Brian, Hyrje në komunikimin politik, UET Press, 2009	

Other References	<ul style="list-style-type: none"> • Fuga, Artan, "Media, Politika dhe shoqëria", ISPL/ Botimet Dudaj, 2008 • Wolton, Dominique, Të shpëtosh komunikimin, Papirus, 2009 • Krasniqi, Afrim, Partitë politike në Shqipëri, ISHSP, 2008
Laboratory Work	
Computer Usage	
Other	

Learning Outcomes and Competences

1	Students will gain knowledge about the basic terms of political communication.
2	Students will understand the role and interaction of political communication actors.
3	Students will be able to analyse and use the various communication channels for achieving and interpreting the political communication.

Course Evaluation Methods

In-term studies	Quantity	Percentage
Midterms	1	30
Quizzes	0	0
Projects	0	0
Term Projects	1	20
Laboratory	0	0
Attendance	1	10
Contribution of in-term studies to overall grade		60
Contribution of final examination to overall grade		40
Total		100

ECTS (Allocated Based on Student) Workload

Activities	Quantity	Duration (hours)	Total Workload (hours)
Course Duration (Including the exam week : 16 x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	14	6	84
Assignments	1	0	0
Midterms	1	8	8
Final examination	1	10	10
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6
ECTS			6