

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	JOURNALISM DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Study cycle	BACHELOR
1.6 Study program / Qualification	JOURNALISM

2. Information regarding the discipline

2.1 Name of the discipline	POLITICAL COMMUNICATION						
2.2 Course coordinator	Conf. dr. Zoltán TIBORI SZABÓ – Phone: 0722-364789						
2.3 Seminar coordinator	Conf. dr. Zoltán TIBORI SZABÓ – E-mail: tibori@xnet.ro						
2.4. Year of study	3	2.5 Semester	2	2.6. Type of evaluation	C	2.7 Type of discipline	DC

3. Total estimated time (hours/semester of didactic activities)

3.1 Hours per week	3	Of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the curriculum	36	Of which: 3.5 course	24	3.6 seminar/laboratory	12
Time allotment:	hours				
Learning using manual, course support, bibliography, course notes	6				
Additional documentation (in libraries, on electronic platforms, field documentation)	12				
Preparation for seminars/labs, homework, papers, portfolios and essays	18				
Tutorship	6				
Evaluations	3				
Other activities:	0				
3.7 Total individual study hours	36				
3.8 Total hours per semester	81				
3.9 Number of ECTS credits	5				

4. Prerequisites (if necessary)

4.1. curriculum	<ul style="list-style-type: none"> attending students must have received at least a 5 in Introduction in Reporting
4.2. competencies	<ul style="list-style-type: none"> knowledge of Microsoft Office computer programs (Word, Excel, Access), permanent e-mail address

5. Conditions (if necessary)

5.1. for the course	<ul style="list-style-type: none"> no conditions; attendance is highly recommended
5.2. for the seminar /lab activities	<ul style="list-style-type: none"> continuous following of the news active participation to the seminars

	<ul style="list-style-type: none"> • written portrait of a national and of a foreign politician and its in-class presentation • paper and in-class presentation of a political debate • deadlines are treated in the same way they are treated in the real world: very seriously • students having a legitimate reason to miss a deadline will inform the teacher about it before the deadline • academic misconduct (plagiarism, falsification, or other forms of dishonesty): the student will receive a zero for the assignment in question, and will face disciplinary action according to the University regulations
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6. Specific competencies acquired

Professional competencies	<p>Knowledge</p> <ul style="list-style-type: none"> • Knowledge of the specific language of political communication and political journalism • Mastering the basic skills and techniques of research and writing political articles • Knowledge of national and international political marketing achievements • Knowledge of the ethics of political communication <p>Abilities</p> <ul style="list-style-type: none"> • Ability to design and carry out political communication campaigns • Capacity to deal with both paper and digital information • Ability to investigate everyday political realities in the search for truth
Transversal competencies	<ul style="list-style-type: none"> • Capacity to analyze, interpret, structure, and synthesize information • Full command of a foreign language • Enterprising initiative in field-related activities • Capacity of appreciation of diversity and multiculturalism • Acquiring political correctness, professional ethical rules

7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	<ul style="list-style-type: none"> • The course will introduce the students to the methods and ethics of political communication, with an accent on political journalism, and will teach them how to follow the way the political information spreads and influence public policies. The concentration of this course is on political communication throughout various forms of media in the US and Romania.
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> • Students will learn how to think skeptically and critically about different policies and policy-makers, but also how to gather precise and performance-relevant political information, and how to analyze great amount of data in order to study the dynamics of political communication. • Skills like the ability of choosing subjects, of mapping election and other political campaigns, of analyzing speeches delivered by politicians or by persons trying to influence the political process and decisions, and of decrypting messages sent by political actors to the political environment will be enforced. • Finally, students will understand how to report on political issues, campaigns, debates and scandals, and how to master basic political reporting tools and techniques.

8. Content

8.1 Course	Teaching methods	Remarks
<p><u>1st week:</u></p> <ul style="list-style-type: none"> - Basic goals and requirements of the course 	<p>lecture by teacher</p>	
<p><u>2nd week:</u></p> <ul style="list-style-type: none"> - Definition of political communication and political journalism - Historical development, political systems - Democracy, public good, public sphere 	<p>lecture by teacher with in-class discussion</p>	<p>Readings:</p> <ol style="list-style-type: none"> 1. Habermas, Jürgen: Political Communication in Media Society: Does Democracy Still Enjoy an Epistemic Dimension? The Impact of Normative Theory on Empirical Research. <i>Communication Theory</i>, 16 (2006), 411–426. 2. Dahlberg, Lincoln: The Habermasian Public Sphere: a Specification of the Idealized Conditions of Democratic Communication. <i>Studies in Social and Political Thought</i>, 10 (2004), 2–18. <p>(Electronic versions provided by teacher.)</p>
<p><u>3rd week:</u></p> <ul style="list-style-type: none"> - Healthy skepticism, fact checking, and critical thinking under the conditions of horse race journalism - Can be the journalist a political actor? - The return of partisan mass media 	<p>lecture by teacher + film projection</p>	<p>Readings:</p> <p>Street, Paul–Dimaggio, Anthony: Occupy Wall Street, Mass Media and Progressive Change in the Tea Party Era: Our Window of Opportunity. <i>Truthout</i>, December 24, 2011. (Download from: http://truth-out.org/news/item/5485:occupy-wall-street-mass-media-and-progressive-change-in-the-tea-party-era-our-window-of-opportunity)</p>
<p><u>4th week:</u></p> <ul style="list-style-type: none"> - The mass media and the political agenda - Setting the agenda - Political parties, politicians, political communication - The citizen and the political news in the era of social networks 	<p>multimedia presentation + lecture by teacher + in-class discussion</p>	<p>Readings:</p> <ol style="list-style-type: none"> 1. Edwards, George C.–Wattenberg, Martin P.–Lineberry, Robert L.: <i>Government in America: People, Politics, and Policy</i>. Pearson Longman, 2006. Chapter 7: <i>The Mass Media and the Political Agenda</i>. (Download from: http://wps.ablongman.com/long_edwards_ga_12/33/8515/2180014.cw/index.html) 2. Messing, Solomon–Westwood, Sean J.: Selective Exposure in the Age of Social Media: Endorsements Trump Partisan Source Affiliation when Selecting News Online. <i>Communication Research</i>, December 31, 2012. (Download from: http://www.stanford.edu/~messing/PopRecSrcNews2.pdf)
<p><u>5th week:</u></p> <ul style="list-style-type: none"> - Building the agenda - The stages of the political communication - How the mass media is communicating the political information 	<p>lecture by teacher + in-class discussion</p>	<p>Readings:</p> <p>Earley, Steve: Agenda Building in the New Media Age. (Download from: http://stephencearley.com/research.html)</p>

<p><u>6th week:</u></p> <ul style="list-style-type: none"> - Reflecting the activity of political parties, parliament, government, county and local councils in the media - Interaction and mutual exploitation: journalists and policymakers 	<p>lecture by teacher + multimedia presentation</p>	<p>Readings:</p> <p>1. The Open Society: Governments Are Letting in the Light. <i>The Economist</i>, February 25, 2010. (Download from: http://www.economist.com/node/15557477)</p> <p>2. Bullock, John G., Elite Influence on Public Opinion in an Informed Electorate. <i>American Political Science Review</i>, 3(2011), 496–515. (Download from: http://bullock.research.yale.edu/papers/elite/elite.pdf)</p>
<p><u>7th week:</u></p> <ul style="list-style-type: none"> - Techniques of political journalism - Reports, interviews, editorials, portraits of politicians, pamphlets, commentaries 	<p>lecture by teacher</p>	<p>Readings:</p> <p>Melvin Mencher: <i>News Reporting and Writing</i>. Brown&Benchmark Publishers, Madison-Dubuque-Indianapolis-Melbourne-Oxford, 1994.</p>
<p><u>8th week:</u></p> <ul style="list-style-type: none"> - Public opinion and political choice - Politics and emotions in political journalism - Attitudes in political communication 	<p>lecture by teacher</p>	<p>Readings:</p> <p>1. Coleman, Renita–Wu, H. Denis: Proposing Emotion as a Dimension of Affective Agenda Setting: Separating Affect into Two Components and Comparing Their Second-Level Effects. <i>Journalism & Mass Communication Quarterly</i>, 87(2010), 315–327. (Electronic version provided by teacher).</p> <p>2. Sniderman, Paul M.–Bullock, John: A Consistency Theory of Public Opinion and Political Choice: The Hypothesis of Menu Dependence, in Saris, Willem E. – Paul M. Sniderman (eds.): <i>Studies in Public Opinion. Attitudes, Nonattitudes, Measurement Error, and Change</i>. Princeton University Press, Princeton, NJ, 2004, 337– 357. (Download from: http://bullock.research.yale.edu/papers/menu_dependence.pdf)</p>
<p><u>9th week:</u></p> <ul style="list-style-type: none"> - Political marketing - Manipulation techniques in political communication 	<p>multimedia presentation + lecture by teacher</p>	<p>Readings:</p> <p>Baines, Paul R.–Harris, Phil–Lewis, Barbara R.: The political marketing planning process: improving image and message in strategic target areas. <i>Marketing Intelligence & Planning</i>, 20/1 (2002), 6–14. (Download from: http://www.kasyp.net/fileadmin/kasyp_files/Documents/used/Political_marketing__Phils_Harris.pdf)</p>

<u>10th week:</u> - Does the media consumer wish a partisan or an analytic political journalism?	lecture by teacher	Case studies.
<u>11th week:</u> - Opinion polls and their impact on public opinion - Assessment of opinion pools	lecture by teacher	Readings: Do polls shape public opinion? <i>Research</i> , March 6, 2012. (Download from: http://www.research-live.com/features/head-to-head/do-polls-shape-public-opinion?/4007008.article)
<u>12th week:</u> - The ethics of political journalism. - Censorship and self-censorship	lecture by teacher	Conclusions of the course.

Bibliography

A. Mandatory

1. Melvin Mencher: *News Reporting and Writing*. Brown&Benchmark Publishers, Madison-Dubuque-Indianapolis-Melbourne-Oxford, 1994.
2. Claudiu Săftoiu: *Jurnalismul politic*. Editura Trei, București, 2003.
3. Thoveron, Gabriel: *Comunicarea politică astăzi*. Editura Antent, București, 1996.
4. Schwartz, Gheorghe: *Politica și presa*, Editura Institutul European, Iași, 2001.
5. Wunenburger, Jean-Jaques: *Imaginarile politicului*. Editura Paideia, București, 2005.
6. Paul LaRocque: *Heads You Win. An Easy Guide to Better Headline and Caption Writing*. Marion Street Press Inc., Oak Park, 2003.
7. Hosu, Ioan: *Note de curs. Comunicare politică*, Editura Accent, Cluj-Napoca, 2005.
8. Roșca, Viorica. *Mediatizarea discursului electoral*. Editura Institutul European, Iași, 2007.
9. William E. Francois: *Mass Media Law and Regulation*. Waveland Press Inc., Prospect Heights, Illinois, 1994.
10. James A Jaks, Michael S. Pritchard: *Communication Ethics, Methods of Analysis*. Wadsworth Publishing Company, Belmont, California, 1993.

B. Optional readings

11. Habermas, Jürgen: *Sfera publică și transformarea ei structurală*. Editura Comunicare.ro, București, 2005.
12. Pripp, Cristina: *Marketing politic*. Editura Nemira, 2002.
13. Ficeac, Bogdan: *Tehnici de manipulare*, București, Editura Nemira, 2001.
14. Stan, Sonia Cristina: *Manipularea prin presă*. București, Editura Humanitas, 2004.

8.2 Seminar / laboratory	Teaching methods	Remarks
1. Mandatory and recommended bibliography, syllabus, principles of grading	open discussion	Students will receive directions on the electronic version of the course syllabus.
2. Individual term paper	in-class discussion	Assignment: Students are choosing individual topics for their term papers. During the month of March they will conduct individual researches and write the paper on their own topics.
3. Presentation of assignments	debate	Delivery deadline of the individual term papers.
4. Sources of daily political news: the press agencies	multimedia + class discussion	Assignment: Students choose a known politician, and will write a portrait of him/her no later than the first week of May.
5. Portrait of a politician	debate + coaching	Delivery deadline of the politician portraits. In-class presentation of politician portraits.
6. Conclusions	discussion	In-class presentation of politician portraits.

Bibliography

1. Suciu, Dorin: *Cum să câștigăm alegerile: Ghid practic de campanie electorală*. Editura Comunicare.ro, București, 2004.
2. Teodorescu, Bogdan–Guțu, Dorina–Enache, Radu: *Cea mai bună dintre lumile posibile. Marketingul politic în România – 1990 – 2005*. Editura Comunicare.ro, București, 2005.
3. Macovei, Monica–Mihai, Dan–Toma, Mircea: *Ghid juridic pentru ziarști*. Agenția de Monitorizare a Presei – Academia Cațavencu, București, 2002.
4. Paula LaRocque: *Championship Writing. 50 Ways To Improve Your Writing*. Marion Street Press Inc., Oak Park, 2000.
5. Norm Goldstein (ed.): *The Associated Press Stylebook and Libel Manual*. The Associated Press, New York, 2011.

9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program

- Beside the theoretical knowledge offered by the course, the seminar practice will teach the students how to do political reporting, how to interview more effectively, how to organize their material, and how to write compelling stories. And more, they will acquire the skills to put together political articles of good quality. All these are today basic requirements of the communities, professional associations and employers.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	knowledge of the lectured material	written test	40%
	compulsory		
10.5 Seminar/lab activities	delivery of individual papers before deadlines	evaluation of the papers by teacher	first paper – 20% second paper – 20%
	Attendance, participation	attendance is mandatory, active participation to the discussions and debates is highly recommended	20%
10.6 Minimum performance standards			
<ul style="list-style-type: none">➤ delivery of the two individual papers➤ at least a 5 out of 10 at the written test➤ missing no more than one seminar			

Date

September 20, 2014

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Signature of course coordinator

Tibor Szabó Zoltán

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Signature of seminar coordinator

Tibor Szabó Zoltán

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Date of approval

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Signature of the head of department

Prof. dr. Elena Abrudan

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