

### Description of Course Unit

Course unit title	Political communication
Course unit code	HM-081306
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle bachelor
Year of study when the course unit is delivered (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth semester
Number of ECTS credits allocated	2.78
Name of lecturer(s)	
Learning outcomes of the course unit	<ol style="list-style-type: none"> <li>1. Students are able to retrieve the concept of Political communication.</li> <li>2. Students are able to implement the Political communication aspect.</li> <li>3. Students are able to demonstrate skills in the use of social media in political communication.</li> <li>4. Students have the capability of Political Marketing</li> <li>5. Students are able to analyze media content in social media campaigns.</li> <li>6. Students are able to design media content in social media campaigns.</li> </ol>
Mode of delivery (face-to-face, distance learning)	Hybrid learning.
Prerequisites and co-requisites (if applicable)	Successful completion of an introductory course in communication or communication theory.
Course content	<p>Week 1: Introduction to Political Communication</p> <ol style="list-style-type: none"> <li>1. Overview of the Course and Objectives</li> <li>2. Defining Political Communication</li> <li>3. Historical Perspective on Political Communication</li> </ol> <p>Week 2: Theories of Political Communication</p> <ol style="list-style-type: none"> <li>1. Key Theoretical Approaches in Political Communication</li> <li>2. The Role of Communication in Political Systems</li> <li>3. Media Effects Theories</li> </ol> <p>Week 3: Media and Politics</p> <ol style="list-style-type: none"> <li>1. The Role of Media in Democracy</li> <li>2. Media Ownership and Influence</li> </ol>

### 3. Media Coverage of Political Events

#### Week 4: Social Media and Political Engagement

1. The Rise of Social Media in Political Communication
2. Social Media and Political Activism
3. Case Studies: Successful Social Media Campaigns

#### Week 5: Political Advertising and Messaging

1. Strategies and Techniques in Political Advertising
2. Message Framing in Political Campaigns
3. Ethical Issues in Political Messaging

#### Week 6: Political Rhetoric and Persuasion

1. Analyzing Political Speeches and Rhetoric
2. Persuasion Theories in Political Communication
3. Public Speaking and Political Oratory

#### Week 7: Disinformation and Media Literacy

1. The Spread of Disinformation in Political Contexts
2. Fact-Checking and Verification
3. Promoting Media Literacy

#### Week 8: Public Opinion and Polling

1. Understanding Public Opinion
2. The Role of Polls and Surveys in Political Communication
3. Polling Methods and Accuracy

#### Week 9: Election Campaigns and Strategy

1. Political Campaign Planning and Strategy
2. Digital Campaigning and Data Analytics
3. Ground Game and Get-Out-the-Vote Efforts

#### Week 10: Political Communication During Crisis

1. Crisis Communication in Politics
2. Case Studies: Political Responses to Crises
3. Media's Role in Crisis Reporting

#### Week 11: Political Communication Ethics

1. Ethical Dilemmas in Political Communication
2. Ethical Considerations in Journalism and Reporting
3. Codes of Ethics and Guidelines

#### Week 12: International Political Communication

1. Comparative Analysis of Political Communication in Different Countries
2. Global Media Influence on Politics
3. International Political Campaigns

#### Week 13: Regulatory Framework and Challenges

1. Government Regulations on Political Communication
2. Challenges in Regulating Online Political Communication
3. Future Trends and Policy Implications

	<p>Week 14: Research Project Presentations and Conclusion</p> <ol style="list-style-type: none"> <li>1. Students present their research projects.</li> <li>2. Course Recap and Key Takeaways</li> <li>3. Discussion of Future Directions in Political Communication</li> </ol>
<p>Recommended or required reading and other learning resources/tools</p>	<ol style="list-style-type: none"> <li>1. Yang, H.C., &amp; DeHart, J.L. (2016). Social Media Use and Online Political Participation Among College Students During the US Election 2012. <i>Social Media + Society</i>, 2.</li> <li>2. Grover, P., Kar, A.K., Dwivedi, Y.K., &amp; Janssen, M. (2019). Polarization and acculturation in US Election 2016 outcomes – Can twitter analytics predict changes in voting preferences. <i>Technological Forecasting and Social Change</i>.</li> <li>3. Carr, P.R., Cuervo Sánchez, S.L., &amp; Daros, M. (2019). Citizen Engagement in the Contemporary Era of Fake News: Hegemonic Distraction or Control of the Social Media Context? <i>Postdigital Science and Education</i>, 2, 39-60.</li> <li>4. Bitonti, A., Marchetti, R., &amp; Mariotti, C. (2022). Did COVID-19 change the political communication of polarizing leaders? The case of Salvini's campaigning before and after the pandemic. <i>European Journal of Communication</i>.</li> <li>5. Ridge-Newman, A. (2020). Digital media as a driver of change in political organisation: 2010 and 2015 UK general elections. <i>Media, Culture &amp; Society</i>, 42, 1343 - 1359.</li> <li>6. Lee, L.W., Dabirian, A., McCarthy, I.P., &amp; Kietzmann, J.H. (2020). Making sense of text: artificial intelligence-enabled content analysis. <i>European Journal of Marketing</i>, 54, 615-644.</li> <li>7. Papagiannidis, S., &amp; Manika, D. (2016). Political Participation and Engagement via Different Online and Offline Channels. <i>Int. J. E Bus. Res.</i>, 12, 1-22.</li> <li>8. Effing, R., Hillegersberg, J.V., &amp; Huibers, T.W. (2011). Social Media and Political Participation: Are Facebook, Twitter and YouTube Democratizing Our Political Systems? <i>Electronic Participation</i>.</li> <li>9. Gerstlé, J., &amp; Nai, A. (2019). Negativity, emotionality and populist rhetoric in election campaigns worldwide, and their effects on media attention and electoral success*. <i>European Journal of Communication</i>, 34, 410 - 444.</li> <li>10. Rogers, R. (2021). Marginalizing the Mainstream: How Social Media Privilege Political Information. <i>Frontiers in Big Data</i>, 4.</li> </ol>

	11. Marsden, C.T., Meyer, T., & Brown, I. (2020). Platform values and democratic elections: How can the law regulate digital disinformation? <i>Comput. Law Secur. Rev.</i> , 36, 105373.
Planned learning activities and teaching methods	Collaborative learning, contextualizing, project based learning, self-learning and relating to real life examples and experiences
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Participatory activity, research paper, quizzes, mid and final semester exams.

## **Political Communication assessment rubric**

### **Political Communication Research Paper**

Direction: choose one of the following topics as the subject for your Political Communication Research Paper:

1. **The Impact of Social Media on Political Campaigns:** Explore how social media platforms have transformed political campaigning, including the use of targeted advertising, influencer endorsements, and viral content. Assess the advantages and challenges associated with this new communication landscape.
2. **Media Framing and Political Discourse:** Investigate how media outlets frame political issues and candidates. Analyze the framing effects on public perception and decision-making in recent political events or campaigns.
3. **Political Persuasion and Rhetoric:** Examine the persuasive techniques and rhetorical strategies employed by political leaders in their speeches and messaging. Analyze the effectiveness of these strategies in shaping public opinion.
4. **The Role of Fact-Checking in Political Communication:** Assess the impact of fact-checking organizations on political discourse and campaign messaging. Explore how fact-checking has influenced the accuracy of political communication.
5. **Political Communication in Times of Crisis:** Analyze how political leaders communicate during crises such as natural disasters, pandemics, or security threats. Evaluate the role of crisis communication in shaping public trust and government response.

### **Mid-term test for Political Communication course.**

Direction: write 1000 words of written content. Choose one of the following topics as theme.

1. **Political Advertising and Negative Campaigning:** Investigate the use of negative advertising in political campaigns and its impact on voter attitudes and turnout. Explore ethical considerations related to negative campaigning.
2. **The Influence of Political Satire and Comedy Shows:** Explore how satirical programs like "The Daily Show" or "Saturday Night Live" shape political discourse and public perception of political figures. Assess their role in educating and engaging audiences.
3. **Election Debates and their Effect on Voter Decision-Making:** Analyze the impact of televised election debates on voter preferences and candidate image. Examine memorable debate moments and their consequences.
4. **Political Communication Strategies in International Diplomacy:** Investigate the communication strategies used by governments and leaders in international diplomacy. Examine the role of diplomacy in shaping foreign policy outcomes.
5. **Social Movements and Digital Activism:** Explore how social movements leverage digital platforms for political mobilization and advocacy. Analyze the impact of online activism on policy change and public awareness.

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Integration of knowledge	The paper demonstrates that the author fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights. The writer provides concluding remarks that show analysis and synthesis of ideas.	The paper demonstrates that the author, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the paper.	The paper demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course.	The paper does not demonstrate that the author has fully understood and applied concepts learned in the course.	The paper demonstrates that the author has little understanding of the course.

2	Topic focus	The topic is focused narrowly enough for the scope of this assignment. A thesis statement provides direction for the paper, either by statement of a position or hypothesis.	The topic is focused but lacks direction. The paper is about a specific topic but the writer has not established a position.	The topic is too broad for the scope of this assignment.	The topic is not clearly defined.	The topic is not relevant with the given instruction.
3	Depth of discussion	In-depth discussion & elaboration in all sections of the paper.	In-depth discussion & elaboration in most sections of the paper.	The writer has omitted pertinent content or content runs-on excessively. Quotations from others outweigh the writer's own ideas excessively.	Cursory discussion in all the sections of the paper or brief discussion in only a few sections.	The discussion is superficial and not academic, with no relevant references.
4	Cohesiveness	Ties together information from all sources. Paper flows from one issue to the next without the need for headings. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	For the most part, ties together information from all sources. Paper flows with only some disjointedness. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	Sometimes ties Together information from all sources. Paper does not flow - disjointedness is apparent. Author's writing does not demonstrate an understanding of the relationship among material obtained from all sources.	Does not tie Together information. Paper does not flow and appears to be created from disparate issues. Headings are necessary to link concepts. Writing does not demonstrate understanding any relationships	The writing is highly problematic and difficult to understand.

5	Spelling & grammar	No spelling &/or grammar mistakes.	minimal spelling or grammar mistakes	noticeable spelling or grammar mistakes	Unacceptable number of spelling and/or grammar mistakes.	the mistakes are so severe that makes it hardly possible to understand.
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