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| Course code (filled in by the Office for Education) | |
| Course title | **Political Communication in the Information Society** |
| Module title | Public Administration and Management |
| Level of the course | MA |
| Institute/Department responsible for course | Institute of E-Government |
| Course director | Norbert Merkovity, Ph.D. |
| Name of the Lecturer(s) | Norbert Merkovity |

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| Number of the ECTS credits | 5 Credits |
| Teaching methodology | Lectures, case discussions, presentations and individual reading. The coursework is supported by a MOODLE e-learning platform. (30 hours/semester) |
| Language of instruction | English |
| Prerequisite(s) for the course | fluency in English |

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| Semester | Both |
| Course description | The ultimate objective of the course is to provide an introduction to the "new" political communication methods, to overview the research area and to keep track of the major changes. Thus, it could be demonstrated that major changes occurred in the use of political communication, while the used methods have become unique for the discipline. Political communication has not simply integrated the new information and communication technologies in the era of information society, but these changes transformed the political communication, as well. The discussed topics prefer theoretical and comparative approaches, because the course's aim is to compound the trends of Hungarian and international scientific achievements. |
| Learning outcomes and course competences | During the lectures the students will learn the most important theories and practices of political communication in the era of information society; purposes and means of the actors. The course ends with a written position paper at the end of the semester. Students will gain practical knowledge in analysis and/or preparation of political, media and electoral examination. Students will present their knowledge each week; preparing and carrying out tasks and exercises would give them enough opportunity to demonstrate their knowledge. Through the analysis of cases students strengthen their practical knowledge, as well as they practice their analytic tools. |

| Weekly content of course | 1. The theory of new political communication. Jay Blumler and Michael Gurevitch. Andrew Chadwick. Barbara Pfetsch, Andrea Römmele. The political communication actors' new role in the information society. |
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| | 2. Analyzing the change of the actors of political communication (political and media system and the electorate). |
| | 3. Interactivity. From point-to-point political communication to multipoint-to-multipoint political communication. Case study. |
| | 4. Characteristics of government websites. Analysis of the Hungarian, Australian, British and South African government sites. |
| | 5. The actors of new political communication: political system (politics). Computer-mediated-communication. Campaigns on the internet (USA, UK and Hungary). From party websites to the profiles on social networking sites (SNSs). Most important communication tools on SNSs. |
| | 6. Creating and implementing profiles on one SNS site for a hypothetical party and its leader. Analyzing the results. |
| | 7. The actors of new political communication: political system (policy). From the theory of e-Democracy to the theory of e-Cognocracy. The possibility of bottom-up initiatives. Communicating with the public in the era of information society. E-Participation. |
| | 8. Comparative usability analysis of e-Government's portals. |
| | 9. The actors of new political communication: media system. Digital switchover. The era of "post-objectivism". The theory of "echo chamber". From media logic to "civic logic". Interaction with the public. |
| | Week 10. Comparative analysis of the use of digital platforms as interaction tools. |
| | 11. The actors of new political communication: the electorate (the public). e-Participation on social networking sites: "Active" (e.g. online political groups or the Anonymous group) and "Inactive" (e.g. flash mobs or smart mobs like the Occupy movement) type of e-Participation. Remix and mash- |
| | 12. Analyzing the "user generated" campaign videos from the 2008, 2012, 2016 US presidential elections and the latest political memes. |
| | 13. Future trends in the new political communication. Decentralization, multipoint communication, openness, mobilization, Pro-Am generation. |
| | 14. Collecting and analyzing in group the examples of the discussed trends (debate). |
| | 15. Closure. |
| Assessment methods and criteria | Active participation in discussions on course subjects (15%). |
| | Read the weekly-biweekly assigned literature and write an approx. half page long summary (15%). |
| | Produce and present a minimum 25 minute long presentation on an assigned topic, chosen at the beginning of the semester (30%). |
| | Written position paper of approximately 600 words until the end of the semester on any two assigned readings, summarizing the content and criticizing the author's viewpoint (30%). |
| Grading | Five-scale grading |

Faculty of Science of Public Governance
and Administration

Course Description
Elective courses

Academic Year 2018/2019
Full time courses

| Compulsory or recommended reading materials | **Compulsory reading materials**:<br>Weekly assigned articles chosen by the instructor.<br>**Further readings:**<br>Esser, Frank – Pfetsch, Barbara (eds.) (2004): Comparing Political Communication. Theories, Cases, and Challenges. Cambridge: Cambridge University Press<br>Chadwick, Andrew (2006): Internet Politics: states, citizens, and new communication technologies. Oxford: Oxford University Press.<br>Gurevitch, Michael – Coleman, Stephen – Blumler, Jay G. (2009): "Political Communication – Old and New Media Relationships". The ANNALS of the American Academy of Political and Social Science, 625, 164–181.<br>Römmele, Andrea (2003): Political Parties, Party Communication and New Information and Communication Technologies. Party Politics, 9/1, 7–20.<br>Shaw, Donald – McCombs, Maxwell – Weaver, David – Hamm, Bradley J. (1999): "Individuals, Groups, and Agenda Melding. A Theory of Social Dissonance." International Journal of Public Opinion Research, 11/1, 2–24.<br><br>**Supplementary reading materials:**<br>De Vreese, Claes H. (2006): Ten Observations about the Past, Present and Future of Political Communication. Amsterdam: Vossiuspers UvA.<br>Graber, Doris A. (2009): Looking at the United States Through Distorted Lenses. Entertainment Television Versus Public Diplomacy Themes. American Behavioral Scientist, 52/5, 735–754.<br>Maarek, Philippe J. – Wolfsfeld, Gadi (eds.) (2003): Political Communicaton in a New Era. A cross-national perspective. London: Routledge.<br>Sassen, Saskia (2005): "Electronic Markets and Activist Networks. The Weight of Social Logics in Digital Formations". In: Robert Latham, – Sassen, Saskia (eds): Digital Formations. New Architectures for Global Order. Princeton: Princeton University Press, 54–88.<br>Strömbäck, Jesper – Örsten, Mark – Aalberg, Toril (eds.) (2008): Communicating Politics. Political Communication in the Nordic Countries. Göteborg: Nordicom.<br>Van Zoonen, Liesbet (2005): Entertaining the Citizen. When Politics and Popular Culture Converge. Lanham: Rowman and Littlefield. |
| Office hours/contact details | Specified in every semester. |