

Course unit title:	POLITICAL COMMUNICATION		
Course unit code:	AJER 435		
Type of course unit:	Compulsory		
Level of course unit:	BA Journalism		
Year of study:	3		
Semester when the unit is delivered:	5		
Number of ECTS credits allocated :	6		
Name of lecturer(s):	Emilios Charalambides		
Learning outcomes of the course unit:	<p>By the end of the course, the students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the code and the rhetoric techniques of the political speech. They should understand the basic terms of political communication (public sphere, public opinion and its structure, political protagonists). 2. Analyse the function of political sphere and to make a segregation of political language from any other kind of news. 3. Evaluate political communication in national and international level. They should also learn to explore the limits of the politicians on the one hand and the limits of the journalists on the other, in order to trace their relations. 4. Use their theoretical knowledge in order to analyse political communication in a practical everyday life level and at the same time they should learn to decode terms of political speech. 5. Create analytical texts by using the theory and the practical appliance of theoretical models of political communication. 		
Mode of delivery:	Face – to – face		
Prerequisites:	None		
Recommended optional program components:	None		
Course contents:	<p>The mass media, public opinion and its leaders, propaganda, political marketing, political advertising.</p> <p>The role of mass media, the public opinion and the political truth.</p> <p>The basic principles of political communication. The structure of informational transition.</p> <p>The way political action is being realised: from the political organisations (parties, public organisations, political pressure groups, terrorist organisations, governments), through the mass media to the citizens.</p> <p>The mass media as political protagonists.</p>		

	International political communication.
Recommended and/or required reading:	
Textbooks:	<ul style="list-style-type: none"> • Δεμερτζής, Ν. (2002): Πολιτική Επικοινωνία. (Political Communication) Διακινδύνευση, Δημοσιότητα, Διαδίκτυο. Εκδόσεις Παπαζήση, Αθήνα. (In Greek) • Mc Nair, B. (1998): Εισαγωγή στην Πολιτική Επικοινωνία. (Introduction to Political Communication) Εκδόσεις Κατάρτι, Αθήνα. (In Greek)
References:	Μεταξάς, Α. – Ι.Δ. (2001): Πολιτική Επικοινωνία. (Political Communication) Εκδόσεις Σάκκουλα, Αθήνα. (In Greek)
Planned learning activities and teaching methods:	The taught part of the course is delivered to the students by means of lectures. Lecture notes are available for students to use with the textbooks. Other methods used beside the lecture, are discussions and presentations.
Assessment methods and criteria:	<p>Assignments 20%</p> <p>Test 20%</p> <p>Final Exam 60%</p>
Language of instruction:	Greek
Work placement(s):	No