

Comilla University
Department of Mass Communication and Journalism
Course Code: MCJ-411
Course Title: Political Communication

(Marking Distribution: Total Mark 100

Before final 40: First Mid 10, Second Mid 10, Assignment 10, Presentation 5, and Attendance 5
Final: 60) (A Sample question is enclosed)

Objectives: The aim of the course is to provide knowledge about how Political communication works and how it influences the people. Besides the course will provide a profound knowledge of on how Political messages are produced using different tools.

Course Contents:

1. Introduction to political communication
2. Theories and approaches to political communication
3. Politics in the age of mediation
4. Politics, democracy and the media
5. The effects of political communication
6. The political media
7. The media as political actors
8. Party Political communication: Advertising
9. Party Political communication: Political public relations
10. Pressure-group politics and the oxygen of publicity
11. Political communication in a globalized world
12. Audience responses to political messages : Interpretations and effects
13. Government communication to the public and political communication
14. Audience responses to political messages : Interpretations and effects

Book recommended:

Brian McNair-An Introduction to Political Communication

Lynda Lee Kaid- Handbook of Political Communication Research

Richard M. Perloff- The Dynamics of Political Communication