

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Political Communication
Name of the subject in English:	Political Communication
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-POLCME-04-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Foreign Languages
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The course offers an insight into the key issues of political communication providing students with the basic concepts and practices of the subject. The subject is an integral part of the International Communication specialization aiming to improve skills that are critical for a well-prepared communicator in the political environment. By completing the course, students will be able to use the vocabulary and techniques necessary for correct and fluent communication in the science of political communication. They will have a clear understanding of issues arising from the syllabus content. They will be able to apply the above in times of elections as voters or as opinion leaders. Students will be able to analyse issues, distinguish between facts and opinion, persuasion and manipulation. They will be able to explain political trends and the likely cause of issues, to examine the implications of a suggested idea, to discuss and debate issues, argue points in order to reach decisions, discriminate between alternative solutions and weigh up the reliability of information.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course starts with introduction and setting course objectives. The topics discussed during the term cover basic political and communication issues: the players in the political communication process, institutional communication, the role and the freedom of press, the history of political communication, examples from the USA, political rhetoric, political campaigns, political debates, opinion polls, and the role of social media.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

During the term, students perform different communication tasks alone, in pairs or in groups. Tasks involve reading and analysing texts about political issues, writing essays, performing presentations. They consult and discuss about political issues, make mind-maps, do crossword puzzles, do gap-fill and D.I.E. (Description, Interpretation, Evaluation) exercises to be able to express their opinions in an organized fashion. Students watch videos, listen to presidential speeches to be familiar with and to understand the language, the agenda and the essence of political messages.

EVALUATION OF THE SUBJECT:

During the term, it is important to follow-up the regular development of students' knowledge and performance. The evaluation is a continuous process, comparing students' attitudes, approach, working discipline and necessary skills (e.g. communication skills, critical thinking) based on previous assessment. Students can also evaluate their own performance based on feedback given by the instructor in the course of the lessons during the term. Regular feedback is a crucial part of evaluating the work done by the students as it helps them

prepare for the final test (written exam). Students communicate with the instructor during the term and through clever self-assessment they understand their step-by-step improvement and skills development needed to fulfil course requirements.

After the term students sit an exam, the test is evaluated based on the following percentages:

0-59%	-	1 (fail)
60-69%	-	2 (pass)
70-79%	-	3 (satisfactory)
80-89%	-	4 (good)
90%	-	5 (excellent)

Offered grade can be given: No.

OBLIGATORY READING LIST:

- McNair, Brian,: *An introduction to political communication*. Routledge, c2012
- Trent, Judith S.: *Political campaign communications : principles and practices*. Rowman & Littlefield, 2019

RECOMMENDED READING LIST:

- *Political thinkers : from Socrates to the present*. Oxford University Press, 2017