



The Hebrew University of Jerusalem

Syllabus

Communication and Interpersonal Political Strategy - 50045

Last update 16-03-2020

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Communication & Journalism

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Tsfira Grebelsky-Lichtman

Coordinator Email: grbelsky@netvision.co.il

*Coordinator Office Hours: By appointment. Phone number: 052-3858386;
02-6481177*

Teaching Staff:

Prof Tsfira Grebelsky

Course/Module description:

The course will discuss practical political communication research. Students will learn how to build a strategy to evaluate communication strategies of politicians and leaders. The course is open for students of political communication.

Course/Module aims:

The course is based on a holistic approach to research of communication situations with verbal and visual aspects. The course will review types of communication channels and their relationships, both theoretically and practically.

Learning outcomes - On successful completion of this module, students should be able to:

1. Describe theoretical aspects in political communication, with relation to verbal and nonverbal communications and their implications.
2. Describe the practical aspects with regard to those communications, in various contexts.

Attendance requirements(%):

80%

Teaching arrangement and method of instruction: The communicative aspects will be examined both theoretically and practically, while watching video clips.

Course/Module Content:

1. Introduction
2. The relation between verbal and non-verbal communication
3. Methodological aspects in researching the relation between both channels
4. Non-verbal communication
5. Verbal communication
6. Success and failure

7. Political status

8. Political communication and gender

9. Political communication at times of crisis

Required Reading:

Lunger, S.L. & Wurf, E. (1999). The effects of channel-consistent and channel inconsistent interpersonal feedback on the formation of metaperceptions. *Journal of nonverbal Behavior*, 23, 43-65.

Walker, M.B. & Trimboli A. (1989). Communicating affect: The role of verbal and nonverbal content. *Journal of Language and social Psychology*, 8, 229-248.

Kestenberg, J.A., Loman, S., Lewis, P. & Sossin, A.M. (1996). The meaning of movement: Developmental and clinical perspectives of the Kestenberg Movement Profile. Gordon and Breach Publishers. Chapter 9: Shaping in planes, pp. 161-187.

Babad, E (1999). Preferential treatment in television interviewing: Evidence from nonverbal behavior. *Political Communication*, 16:387-408.

Babad, E, Avni-Babad, D. & Rosenthal, R. (2001). Prediction of students' evaluations from Professors nonverbal behaviors in defined instructional situations.

Blum-Kulka, S. (1997). Discourse pragmatics. In T.A. Van Dijk (Ed.), *Discourse as social interaction*. Sage, London. 38-63.

Blum-Kulka, S. & Liebes T. (2000). Peres versus Netanyahu: Television wins the debate, Israel 1996. In Coleman, S. (Ed.). *Televised election debates: International perspectives*.

ויצמן, א. (1999). הראיון החדשותי בטלוויזיה הישראלית: התגבשות דפוסי איתגור. בתוך, טורי ובן שחר (עורכים), העברית שפה חיה. כרך ב', המכון הישראלי לפואטיקה וסמיוטיקה ע"ש פורטר הוצאת הקיבוץ המאוחד תל-אביב.

גרבלסקי-ליכטמן, צ. בלום-קולקה, ש. ושמיר, י. (2009). הצלחה וכישלון בשיח עימותים טלוויזיוניים: ניתוח שני מקרי מבחן. מגמות, מו(1), 7-37.

Grebelsky-Lichtman, T. (2010). The relationship of Verbal and Nonverbal Behavior to Political Stature: The Political Interviews of Israel's Prime Minister Ariel Sharon. *Journal of Political Marketing*, 9(4), 229-253.

Additional Reading Material:

Burgoon, J. & White, C. (1997). *Researching nonverbal message production: A view from interaction adaptation theory*. In J. Greene (Ed.). *Message production: Advances in communication theory*. LEA Communication Series. pp. 270-312. Mahawah, New Jersey: Erlbaum.

Zuckerman, M., DePaulo, B.M. & Rosenthal, R. (1981). *Verbal and nonverbal communication of deception*. *Advances in Experimental Social Psychology*, 14, 1-59.

Zuckerman, M., DePaulo B.M. & Rosenthal, R., (1986). *Humans as deceivers and lie detectors*. In Blanck, P., Buck, R., & Rosenthal, R., (Eds.), *Nonverbal communication in the clinical context*. University Park : Pennsylvania State University Press.

Reilly, S.S. & Muzekari, L.H. (1979). *Responses of normal and disturbed adults and children to mixed massages*. *Journal of Abnormal Psychology*, 88, 203-208.

Babad, E. Bernieri, F. & Rosenthal, R. (1989). *Nonverbal communication and leakage in the behavior of biased and unbiased teachers*. *Journal of Personality and Social Psychology*, 56, 89-94.

Ekman, P. & Scherer, K.R. (1982). *Handbook of methods in nonverbal behavior research*. Cambridge: Cambridge University Press.

Ambady, N. & Rosenthal, R. (1992). *Thin slices of behavior as predictors on interpersonal consequences: A meta-analysis*. *Psychological Bulletin*, 111, 256-274.

Feldman, R. & Rine, B. (Eds.). (1991). *Fundamentals of nonverbal behavior*. Cambridge: Cambridge University Press.

Katz, A.M. & Katz, V.T. (Eds.). (1983). *Foundations of Nonverbal Communication*. Southern Illinois University Press.

DePaulo, B.M. (1992). *Nonverbal behavior and self-presentation*. *Psychological Bulletin*, 2, 203-243.

Duncan, S. (1983). *Speaking turns: Studies of structure and individual differences*. In J.M. Wiemann & R.P. Harrison (Eds.). *Nonverbal Interaction*. Beverly Hills: Sage Publications.

Rosenthal, R. & DePaulo, B. (1979). *Sex differences in eavesdropping of nonverbal cues*. *Journal of Personality and Social Psychology*, 37, 273-285.

Blaney, R. & Quay, L. (1992). *Verbal communication, and nonverbal communication, and private speech in lower and middle socioeconomic status preschool children*. *Journal of Genetic Psychology*, 153, 129-138.

Babad, E, Avni-Babad, D. & Rosenthal, R. (2001). *Teachers' brief nonverbal behaviors can predict certain aspects of students' evaluations.*

Babad, E (In press). *Measuring the Psychological price of preferential nonverbal behavior in television interviewing.*

Friedman, H., Mertz, T., & DiMatteo, M.R. (1980). *Perceived bias in the facial expressions of television news broadcasters. Journal of Communication, 30, 103-111.*

Hecker, S. & Stewart, D.W. (1988). *Nonverbal communication in advertising. Lexington books.*

Brown, G., & Yule, G. (1983). *Discourse analysis. Cambridge: Cambridge University Press.*

Grice, H. (1975). *Logic and conversation. In P. Cole & J. Morgan (Eds.) Syntax and semantics, vol. 3: Speech acts. Academic Press: 41-58.*

Goffman, E. (1979). *Gender Advertisements. London: Macmillan.*

Ochs, E. (1992). *Indexing gender. In A. Duranti & C. Goodwin (Eds.), Rethinking context: Language as an interactive phenomenon, pp. 335-359. Cambridge: Cambridge University Press.*

Snow, C.E. & Dickinson, D.K. (1990). *Social sources of narrative skills at home and at school. First Language, 10, 87-104.*

Blum-Kulka, S. (1997). *Dinner talk: Cultural patterns of sociability and socialization in family discourse. New Jersey: Lawrence Erlbaum Associates.*

Lessin, S. & Jacob, T. (1984). *Multichannel communication in normal and delinquent families. Journal of Abnormal Child Psychology, 12, 369-384.*

Blum-Kulka, S. (1983). *The dynamics of political interviews. Text, 3(2), 131-153.*

Druckman, J. N. (2003). *The Power of Television Images: The first Kennedy-Nixon debate revisited. The Journal of Politics, 65(2), 203-236.*

Edelsky, C. and Adams, K.L. (1990). *Creating equality: Breaking the rules in debates. Journal of Language and Social Psychology, 9(3), 171-190.*

Gidengil, E. and Everitt, J. (2003). *Conventional coverage/unconventional politicians: Gender and media coverage of Canadian leaders' in debates, 1993, 1997, 2000. Canadian Journal of Political Science, 36(3), 559-577.*

Baeattie, G.W. (1982). *Turn-taking and interruption in political interviews: Margaret Thatcher and Jim Callaghan compared and contrasted*. *Semiotica*, 39(1), 93-114.

Bystrom, D. (2004). *Women as political communication sources and audiences*. *Handbook of Political Communication Research*. In L.L. Kaid (Ed.), Mahwah, NJ: Lawrence Erlbaum Associates, 435-459.

Cantor, D.W., Bernay, T., & Stoess, T. (1992). *Women in Power: The Secrets of Leadership*. Boston: Houghton Mifflin.

Coyle, (2009). *Gender and the Presidential "Horserace": An Examination of Candidate Self Presentation in the 2008 Democratic Primaries*. University of Pennsylvania.

Dolan, K. (2004). *Voting for women: How the public evaluates women candidates*. Boulder: Westview Press.

Fox, R.L. & Oxley, Z.M. (2003). *Gender stereotyping in state executive elections: Candidate selection and success*. *The Journal of Politics*, 65(3), 833-850.

McGinley, A.C. (2009). *Hillary Clinton, Sarah Palin, and Michelle Obama: Performing gender, race, and class on the campaign trail*.

Liebes, T., Kampf, Z. & Blum-Kulka, S. (2008). *Saddam on CBS and Arafat on IBA: Interviewing the Enemy on Television*. *Political Communication*, 25(3): 311-329.

Liebes., T., & Kampf, Z. (2004). *The P.R of Terror: How New-Style Wars Give Voice to Terrorists*. In: Allan, S., & Zelizer., B. (eds.) *Reporting War : Journalism in Wartime*. London and New York: Routledge. pp.77-95.

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 30 %

Participation in Tutorials 0 %

Project work 70 %

Assignments 0 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information: