



The Hebrew University of Jerusalem

Syllabus

Political Communication - 50125

Last update 17-02-2022

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Communication & Journalism

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Eran Amsalem

Coordinator Email: eran.amsalem@mail.huji.ac.il

Coordinator Office Hours: Tuesday, 9:00-10:00, Room 5408

Teaching Staff:

Dr. Eran Amsalem

Course/Module description:

Political communication is a field of research examining the various ways in which the media, politicians, and citizens exchange information of a political nature. This class discusses key concepts and presents key findings from political communication research. In class, we will define key concepts in the study of political communication, present the key actors operating in this arena and their motivations, and discuss the effects of political communications on citizens and on the political process more broadly.

Course/Module aims:

Based on the main theories and current research in the field of political communication, the course will provide students with a basic understanding of the relationship between media and politics.

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

1. Define political communication and its theoretical interests.
2. Identify important studies and prominent scholars in the field of political communication.

Attendance requirements(%):

80%

Teaching arrangement and method of instruction: 1. The course is designed as a frontal lecture.

2. Students are expected to read the article required prior to each class. This is important and will help students succeed in the course.

3. The grade will be based on one assignment during the semester (40% of the grade) and a final paper (60%).

Course/Module Content:

Class 1: Introduction to political communication

Class 2: Evaluating political communication

Class 3: What gets covered in the media?

Class 4: Who gets covered in the media?

Classes 5-6: The media during election campaigns

Classes 7-9: Media effects

Class 10: Selective exposure

Class 11: Media and political participation

Class 12: Political persuasion

Class 13: Comparative political communication

Class 14: Political communication in the 21st century: Main challenges

Required Reading:

Evaluating political communication

Strömbäck, J. (2005). In search of a standard: Four models of democracy and their normative implications for journalism. Journalism Studies, 6(3), 331-345.

What gets covered in the media?

Soroka, S. N. (2006). Good news and bad news: Asymmetric responses to economic information. The Journal of Politics, 68(2), 372-385.

Who gets covered in the media?

Wagner, M. W., & Gruszczynski, M. (2018). Who gets covered? Ideological extremity and news coverage of members of the US Congress, 1993 to 2013. Journalism & Mass Communication Quarterly, 95(3), 670-690.

The media during election campaigns

Zoizner, A. (2018). The consequences of strategic news coverage for democracy: A meta-analysis. Communication Research, 48(1), 3-25.

Media effects

Amsalem, E., & Zoizner, A. (2020). Real, but Limited: A Meta-Analytic Assessment of Framing Effects in the Political Domain. British Journal of Political Science.

Selective exposure

Iyengar, S., & Hahn, K. S. (2009). Red media, blue media: Evidence of ideological selectivity in media use. Journal of Communication, 59(1), 19-39.

Media and political participation

Prior, M. (2005). News vs. entertainment: How increasing media choice widens gaps in political knowledge and turnout. American Journal of Political Science, 49(3),

577-592.

Political persuasion

Zaller, J. R. (1992). *The nature and origins of mass opinion*. Chapter 3. Cambridge: Cambridge University Press.

Comparative political communication

Brüggemann, M., Engesser, S., Büchel, F., Humprecht, E., & Castro, L. (2014). Hallin and Mancini revisited: Four empirical types of Western media systems. *Journal of Communication*, 64(6), 1037-1065.

Additional Reading Material:

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 0 %

Participation in Tutorials 0 %

Project work 60 %

Assignments 40 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information: