



The Hebrew University of Jerusalem

Syllabus

Advanced Issues in Political Communication and Political Participation - 50950

Last update 09-09-2020

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Communication & Journalism

Academic year: 2021

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Neta Kligler-Vilenchik

Coordinator Email: neta.kv@mail.huji.ac.il

Coordinator Office Hours: Mondays 12-1

Teaching Staff:

Prof Neta Kligler-Vilenchik

Course/Module description:

In this course, students will learn key concepts in political communication and political participation in the digital age, and will understand the new and important trends in current research in this area. The goal of the course is to set the stage for a discussion of key issues in the field. The knowledge students gain from the course will be the basis for their continued studies in political communication.

Course/Module aims:

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

- Upon completion of this course, students will be able to*
- 1. Know and define key concepts in political communication*
 - 2. Understand and describe new and important trends in the field of political communication in the digital age*
 - 3. Develop critical thinking and analysis skills towards research in the field, while pointing at gaps and theoretical questions that haven't been sufficiently addressed*

Attendance requirements(%):

80%

Teaching arrangement and method of instruction:

Course/Module Content:

- 1. Political communication – key concepts and definitions*
- 2. The mediatization of the political arena*
- 3. Changes in the communication landscape and in political communication*
- 4. Media frames: Their construction, structure and effects*
- 5. The effects of political communication*
- 6. Political participation in the digital age*
- 7. Strategic communication and digital campaigns*
- 8. Comparative political communication*

Required Reading:

TBA

Additional Reading Material:

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 30 %

Participation in Tutorials 10 %

Project work 50 %

Assignments 10 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information: