



Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment:20)

Elective (DCE)

Semester 2nd

MCJ-21210-DCE

POLITICAL COMMUNICATION

Course Objectives

- To understand the role of political communication in informing, influencing, and legitimizing decisions is crucial to both domestic and international politics.
- To evaluate the effects of political communication campaigns on people's attitudes, opinions and systems of beliefs.

Learning Outcomes

- The course shall equip students to understand the relationship between political actors, communication channels, and the public.
- Students shall be proficient enough to critically analyze the ways in which communication strategies shape political public opinion

Unit I

Introduction to key concepts

The history of political communication

Political communication, political economy, and national identity

How politics shape identity.

Unit II

Political rhetoric & Campaigns

Global political communication Politics in authoritarian regimes

Role of culture, ideology, and consciousness in political communication

Ideological commonplaces and ideological dilemmas.

Unit III

Political communication and online spaces

Politainment & Political Humor

Emotional appeals in political messages

Image & Politics

Unit IV

Construction of news: Framing

Language & Politics

News coverage of politics and its effects

The public sphere & Political deliberation

Suggested Readings

- Denton, R.E., & Kuypers, J.A. (2008). *Politics and communication in America: Campaigns, media, and governing in the 21st century*. Long Grove, IL: Waveland Press, Inc.
- Lilleker, D. (2006). *Key concepts in political communication*. London, England: Sage
- Anduiza, E., Jensen, M., & Jorba, L. (2012). *Comparing digital politics: Digital media and political engagement around the world*. New York: Cambridge University Press.
- Arceneaux, K., & Johnson, M. (2013). *Changing minds or changing channels? Partisan news in an age of choice*. Chicago, IL: University of Chicago Press
- Gastil, J.W. (2008). *Political communication and deliberative democracy*. Thousand Oaks, CA: Sage. ISBN-13: 978-1412916288; ISBN-10: 1412916283
- Baym, G., & Jones, J.P. (Eds.) (2012). *News parody and political satire across the globe*. London, England: Routledge