ROBERT GORDON UNIVERSITY ABERDEEN

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MODULE DESCRIPTOR

Module Title

Political Communication

Reference	BS4257	Version	5
Created	April 2017	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

Aims of Module

To provide the student with the ability to assess the role and function of communication in the public sphere and to evaluate the management and practice of communication within the political process.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Identify and define the ethical, legal and political frameworks within which political commentators operate.
2	Analyse the role and function of public information in a variety of political cultures.
3	Critically evaluate the political and public affairs planning process.
4	Evaluate the strategic use of the political lobbying process.

Indicative Module Content

Political and media structures and their relationships. Political campaigns and filter systems. Lobbying, briefing, propaganda, construction of reality, news and news values, agenda setting. Political advertising, corporate affairs, formal and informal constraints and controls, public sphere, censorship, public service and publicity effects evaluation.

Module Delivery

The module will be delivered by a combination of formal lectures, tutorials and multimedia material. The lectures follow the structure of the essential reading text. Tutorials will be mainly case study based, allowing students to come to grips with the practicalities of a given situation. Additionally, students will be directed to work independently with multimedia materials.

Indicative Student Workload		Full Time	Part Time
Contact Hours		36	36
Non-Contact Hours		114	114
Placement/Work-Based Learning Experience [Notional] Hours		N/A	N/A
TOTAL		150	150
Actual Placement hours for professional, statutory or regulatory body			

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Time-limited Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1	CORNER, J. and PELS, D., eds., 2009. *Media and the restyling of politics: consumerism, celebrity and cynicism.* London: Sage.
2	LEES-MARSHMENT, J., 2014. *Political Marketing*. 2nd ed. London: Routledge.
3	LOUW, E., 2010. *The media and political process*. 2nd edition, London: Sage.
4	McNAIR, B., 2016. *An introduction to political communication.* London: Routledge.
5	NEGRINE, R., 2008. *The transformation of political communication.* London: Routledge.
6	SANDERS, K., 2009. *Communicating politics in the twentieth-first century.* Basingstoke: Palgrave.
7	VAN ZOONEN, L., 2005. *Entertaining the citizen.* Oxford: Rowman and Littlefield.