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MODULE DESCRIPTOR

Module Title

Political Communication and Public Affairs

Reference	BSM068	Version	4
Created	April 2017	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

To enable the student 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 as well as between government, media and citizens.

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 communicators and commentators and interest groups operate.
- 2 Analyse the role and function of communication in a variety of political cultures.
- 3 Analyse the forms and functions of mediation in the political communication process.
- 4 Critically evaluate the notion of public opinion and its measurement.
- 5 Evaluate, critically, the role played by public affairs practitioners and in particular the ethics and efficacy of lobbying.

Indicative Module Content

Political and media structures and their relationships. Political marketing; special advisers and spin; lobbying, briefings; propaganda; public sphere; political advertising, image and celebrity politics; public opinion and audiences and measurement.

Module Delivery

The module will be delivered by a combination of formal lectures, seminars, and guest speakers. Students are expected to prepare for seminars and contribute to the discussion of the topics. Distance learning students are expected to participate actively on the discussion threads.

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
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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, 5
Description:	Political speech or public affairs report.				

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.

ADDITIONAL NOTES

Students will be expected to consult a range of journals and media sources to complement and maintain their knowledge of current affairs. These may include: Campaign, PR Week, New Statesman, Prospect, Vanity Fair. Journals: Political Communication, Journal of Public Affairs. Further reading is available via Aspire.

INDICATIVE BIBLIOGRAPHY

- 1 BRANTS, K. and VOLTMER, K., 2011. *Political communication in postmodern democracy* . Basingstoke: Palgrave Macmillan.
- 2 HERMAN, S. and CHOMSKY, N., 1995. *Manufacturing consent: the political economy of the mass media* . London: Vintage.
- 3 McNAIR, B., 2016. *An Introduction to political communication* . 6th ed. London: Routledge.
- 4 MORRISON, J., 2017. *Essential public affairs for journalists* . 5th ed. Oxford: Oxford University Press.
- 5 SAVIGNY, H., 2017. *Political communication: a critical introduction* . London: Palgrave.
- 6 VAN ZOONEN, L., 2005. *Entertaining the citizen: when politics and popular culture converge* . Oxford: Rowman and Littlefield.
- 7 ZETTER, L., 2014. *Lobbying: the art of political persuasion* . London: Harriman House.
- 8 HARDING, J., 2009. *Alpha dogs: how political spin became a global business* . Kindle ed. Penrhyn: Atlantic Press.