



## UNIVERSITI TEKNOLOGI MARA

### COM652: POLITICAL COMMUNICATION

<b>Course Name (English)</b>	POLITICAL COMMUNICATION <b>APPROVED</b>
<b>Course Code</b>	COM652
<b>MQF Credit</b>	3
<b>Course Description</b>	This course provides a broad overview of political communications and its roles and implications on a democratic country. It exposes students to the fundamental knowledge and concepts of political communication while examining the importance of communication in political process. Students will discover how political parties interact in a political process either to maintain their status quo or to change the heart and mind of the public. In this course students will be exposed to the media and political structure in Malaysia and also will learn the importance of new media in political communication today.
<b>Transferable Skills</b>	the student will able to analyze critically political issues and manage to provide clear understanding on the subject matter.
<b>Teaching Methodologies</b>	Lectures, Discussion, Presentation, Journal/Article Critique
<b>CLO</b>	CLO1 Explain the importance of political communication in a democratic country. CLO2 Apply the terms, perspectives and concepts related to political communication. CLO3 Study and analyze social political issues and political implications/change. CLO4 Distinguish political communication research/program and express with confidence in both oral and written communication.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Politics in the age of mediation</b> 1.1) 1.1 Introduction to political communication concepts. 1.2) 1.2 Identifies the range of political actors/activities involved in 1.3) communication.	
<b>2. Politics, democracy and the media</b> 2.1) 2.1 The basics of democracy and politics. 2.2) 2.2 The contribution of mass communication and media in societies and country. 2.3) 2.3 The criticisms of the media's role in modern democracies.	
<b>3. The political media</b> 3.1) 3.1 Analysis of the media environment. 3.2) 3.2 Institutional and organizational frameworks within which the main mass media in a democratic society 3.3) 3.3 Relationships between media organizations and politicians. 3.4) 3.4 Examines those aspects of the media production process which impact on political communication	
<b>4. The media as political actors</b> 4.1) 4.1 Describes the key ways in which can seek to influence and intervene in the political process. 4.2) 4.2 The different forms of political journalism, such as punditry, editorializing and access programming.	
<b>5. Political Advertising</b> 5.1) 5.1 The role of political advertising. 5.2) 5.2 A brief history of the development of political advertising 5.3) 5.3 Approaches and strategies in political advertising	
<b>6. Political public relations</b> 6.1) 6.1 A history of political public relations. 6.2) 6.2 Key events in the development of political relations techniques. 6.3) 6.3 Techniques of governmental information and media management.	

<p><b>7. Pressure-group politics and publicity</b>  7.1) 7.1 The role of trade unions.  7.2) 7.2 The role of corporate lobby groups.</p>
<p><b>8. Political Non-governmental organizations</b>  8.1) 8.1 The parameters of democracy and civil society in Malaysia  8.2) 8.2 Political NGOs: Profiles and positions on civil society  8.3) 8.3 Political NGOs and the State.</p>
<p><b>9. Political marketing: theory, research and applications</b>  9.1) 9.1 The role of marketing in politics  9.2) 9.2 The role of marketing research  9.3) 9.3 Marketing and democracy  9.4) 9.4 Persuasion and politics</p>
<p><b>10. Political communication Research</b>  10.1) 10.1 The basics of sociological investigation  10.2) 10.2 Concepts, variables, and measurement  10.3) 10.3 Methods of political communication research</p>
<p><b>11. Theories related with political communication</b>  11.1) 11.1 The role and importance of theory.  11.2) 11.2 Theories of political communication.</p>
<p><b>12. The structure of the media industry</b>  12.1) 12.1 Media system in Malaysia  12.2) 12.2 Ideologies and political power.  12.3) 12.3 National issues.</p>
<p><b>13. International political communication</b>  13.1) 13.1 War and peace  13.2) 13.2 Media and national security</p>
<p><b>14. The Internet and the global public sphere</b>  14.1) 14.1 The global and the public sphere  14.2) 14.2 The traditional media  14.3) 14.3 The new media/web 2.0</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students should find any related articles, or chapters in book that related with the topic give. They have to present and discuss the topic analytically and critically in showing their understanding.	20%	CLO1 , CLO2 , CLO3 , CLO4
	Group Project	The students have to identify some prominent figures that directly involved in politics, NGOs, Trade Unions or Social Activist that are actively participating in democratic process. Students need to prepare a set of comprehensive questions that covered all topics that they have learnt in the class. The need to interview the respondents and need to submit a full report based on the interview conducted.	20%	CLO1 , CLO2 , CLO3 , CLO4
	Test	Mid-term test. The students will be tested their knowledge on the based on the lectures and notes given to them.	20%	CLO1 , CLO2 , CLO3 , CLO4

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> <li>McNair, B. 2006, <i>An introduction to political communication</i> , 4 Ed., , London:Routledge [ISBN: ]</li> </ul>	<ul style="list-style-type: none"> <li>Bennet, W.L &amp; Entman, R.M. 2005, <i>Mediated politics: communication in the futur</i>, Ed., , New York: Cambridge University Press [ISBN: ]</li> <li>Loh Kok Wah, F &amp; Khoo Boo Teik 2002, <i>Democracy in Malaysia : Discourses and</i>, Ed., , Nordic Institute of Asian Studies : Curzon [ISBN: ]</li> <li>Kaid, L.L. 2004, <i>Handbook of political communication research</i>, Ed., , New Jersey:Lawrence Erlbaum Associates [ISBN: ]</li> <li>Mosco, V. 1996, <i>The political economy of communication</i>, Ed., , London : Sage [ISBN: ]</li> <li>Yahaya R. Kamalipour 2007, <i>Global communication</i> , 2 Ed., , Belmont:Thomson Higher Education</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	