

SYLLABUS: Specialized Subject 3: Political Communications and the Media

Date / Revision 18 August 2016 / 17 August 2017 / SaK
Faculty Business and Social Sciences
Study Program International Relations (INR)

SUBJECT: Specialized Subject 3: Political Communications and the Media

1 Basic Information

1.01	Subject Name	Specialized Subject 3: Political Communications and the Media
1.02	Semester	6
1.03	Level	
1.04	SKS	3
1.05	Mandatory / Curriculum	D-19
1.06	Subject Code	SPE3
1.07	Subject Code	
1.08	Year	2017
1.09	Quality Control	Final Test, OFSE, see evaluation
1.10	Limitations	Min 12 and Max 32 students in one class
1.11	Combined with	
1.12	Perquisite	None
1.13	Responsible	Nugraha Jayapraja
1.14	Revision	17-08-2017 / SaK

2 Description of Subject

This course provides the analytical knowledge and practical skills to understand political communication and media worldwide. Focus subjects of political communication and media is to compare the political communication through a media with other media. This course tries to study of political communication theory, concept, definition, comparing political communication and media from one media to others, media and journalistic ethic, neutrality an media independency, and how to analyze symbol and meaning as a tool of political communication.

3

Objectives

- Introduce students to the main topics in the subjects.
- Locate the subject position within international studies in order for student to make critical assessment about the subject importance and relationship with other subjects in the area of study.
- Expose students to recent developments in the area.
- Familiarize students with the essential bibliography on the subject.
- Guide student on developing skills in practical aspects of the subject (if any).

4

Competency

After having the course, students are expected to:

- have knowledge of the major theories and approaches in the discipline of political communication and media;
- have ability to critically evaluate and apply such theories and approaches;
- have knowledge of major substantive themes in political communication and media;
- have ability to think critically about the relevance of mainstream theories of political communication and media and their relevance to experience and interests of actors;
- have ability to analyse world politics, media and social communication from a variety of perspectives;
- have ability to apply theories to case studies.

5

Learning Approach / Methodology

- Lectures/ Class contact (time-tabled) supplemented with interactive questions and answers;
- Student Study Effort: homework/assignment; preparation for test/quizzes/ examination.

6

Evaluation

5.1	Absence maximum	25%
5.2	Participation in Discussion	0 Points
5.3	Homework / Classwork	15 Points
5.4	Presentation /Simulation	15 Points
5.5	Daily Quiz	10 Points
5.6	Final Examination	60 Points
	Total	100 Points

7 Text Book and Reference

1	Main Text Book: <i>Politics, Communication, and Culture</i> , 1997. Authors: Gonzales and Tanno. Publisher: Sage Publication. ISBN: 978-0761907411
2	Supplement: <ul style="list-style-type: none"> <i>International Communication: Continuity and Change</i>, 2006. Authors: Thussu, Daya. Publisher: Bloomsbury Academic. ISBN: 978-0340888926

8 Content / Topics of Lecture

Week	Content/ Topics of Lecturing	Text Book	Remark
1	Introduction <ul style="list-style-type: none"> Why political communication media is matters? 	Ch 1	
2	Basic Concept of Media, Culture and Society (1) <ul style="list-style-type: none"> Media Old media Mass Media New Media Social Media Other media 	Ch 2	
3	Basic Concept of Media, Culture and Society (2) <ul style="list-style-type: none"> Media communication Culture and society Media, culture and society relations 	Ch 3	
4	Media Communication Among Culture: Social Connection <ul style="list-style-type: none"> Media culture and media usage Imaging culture Industrial culture Commercial culture 	Ch 4	
5	Media Communication Among Culture: Global Culture <ul style="list-style-type: none"> Techno-culture Oligarchy culture 	Ch 5	
6	Symbol, meaning and framing analysis on media <ul style="list-style-type: none"> Symbol as communication tools Multiple interpretation of meaning Framing: tools to make opinion 	Ch 6	
7	Supplement <ul style="list-style-type: none"> Neutrality of media Truth, and nothing but the truth Triangulation and checking Independency of media 	Ch 7	
8	MIDTERM SEMESTER BREAK		
9	Media And Local, National, Global Issues <ul style="list-style-type: none"> The role of media conveying information Information bias Impact of news on political issues 	Ch 10	

10	Student Presentation		
11	Student Presentation		
12	Student Presentation		
13	Student Presentation		
14	Student Presentation		
15	Summary		
16	Final Examination		