

Political Communication, 15 HE credits

Politisk kommunikation, 15 hp

Established: 2019-07-04

Established by: School of Business, Economics and IT

Applies from: H19

Learning outcomes

Knowledge and Understanding of:

- key issues, concepts and theories in political communication
- strategies used in political campaigns designed and advanced by political parties and candidates
- Skills & Abilities to:
 - reflectively apply issues of political communication to contemporary cases in democratic societies
 - critically analyse the use of mass communication media (e.g. printed media, television or the Internet) for the distribution of political ideas and the mobilization of public opinion.
- Ethical Appreciation to:
 - use social scientific principles to critically evaluate political campaigns and their effectiveness

Entry requirements

Bachelor degree with a major in Political Science, or equivalent.

The forms of assessment of student performance

Individual assessment of the assignments given during the course, including written papers, group work, and presentations in seminars.

Other regulations

Course grading: F/Fx/E/D/C/B/A - Insufficient, Insufficient- more work required before the credit can be awarded, Sufficient, Satisfactory, Good, Very Good, Excellent

Course language: The teaching is conducted in English.

A student who does not fully meet the learning outcomes of a non-supervised examination (hemtentamen), but is close to the grade "pass" can, after a decision by the examiner, be allowed to complement (kan skriva supplement eller revise också) an examination assignment in order to reach the criteria for pass. For supervised examination (salstentamen) complementing is not allowed. Complementing of an examination must be individually adapted based on the learning outcomes or objectives that were not achieved by a student. It must take place within two weeks after informing the student of the examination result and

before the next examination opportunity.

General rules pertaining to examination at University West are available at www.hv.se.

If the student has a decision/recommendation on special support due to disability, the examiner has the right to examine the student in a customized examination form.

Cycle

Second cycle

Progressive specialization

A1N - second cycle, has only first-cycle course/s as entry requirements

Main field of study

Political Science