

Information sheet for the course Political Communication

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Department of Political Science</i>	
Course unit code: <i>PLTPV15</i>	Course unit title: <i>Political Communication</i>
Type of course unit: <i>compulsorily optional</i>	
Planned types, learning activities and teaching methods: <i>Seminar: 2 hours weekly/26 hours per semester of study; face to face</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>the 4th semester in the 2nd year (full-time)</i> <i>the 4th semester in the 2nd year (part-time)</i>	
Degree of study: <i>I. (Bachelor's)</i>	
Course prerequisites: <i>none</i>	
Assessment methods: <i>Participation in seminars 25%. Assignment during semester 37,5%, Test 37,5%,</i>	
Learning outcomes of the course unit: <i>Student can analyse political communication as a process between politicians as broadcasters and potential voters as recipients. He can use new theoretical concepts, methods and approaches to analyse it.</i>	
Course contents: <i>1. Introduction to Theory of Political Communication. 2. Development of Ideas of Political Communication and Electoral Campaign. 3. Definition and Typology of Political Campaign. 4. Models of Political Communication Flow. 5. Political Discourse 6. Individual Tasks. 7. Personalization of Political Communication.. 8. Communication in International Relations. 9. Political Culture. 10. Evaluation and Test. 11. Oral Analysis. 12. Oral Analysis. 13. Evaluation of the Test and the Oral Analysis.</i>	
Recommended of required reading: <i>LINCÉNYI, M., FABUŠ, M., OTRUBČÁK, P.: Marketing (vybrané kapitoly) Trenčín : TnUAD, 2011. JIRÁK, J., ŘÍCHOVÁ, B.: Politická komunikace a média. Praha : Karolinum, 2000. BRADOVÁ, E.: Od lokálních mítinků k politickému marketingu. Brno: Masarykova univerzita v Brně, 2005. ŘÍCHOVÁ, B.: Úvod do současné politologie. Praha : Portál: 2002. JIRÁK, J., KÖPPLOVÁ, B.: Média a společnost. Praha : Portál, 2007. McNAIR, B.: Sociologie žurnalistiky. Praha : Portál, 2004. McCOMBS, M.: Agenda setting. Praha : Portál, 2009. HRADISKÁ, E., BREČKA, S., VYBÍRAL, Z.: Psychológia médií. Bratislava : Bratislavská vysoká škola práva. ŠTENSOVÁ, A., PČOLINSKÝ, V.: Marketing v politike. Bratislava : EKONÓM, 2005. JABLONSKI, A. W.: Politický marketing a úvod do teorie a praxe. Brno : Barrister & Principal, 2006. ŠTENSOVÁ, A.: Marketing v politike II. Bratislava, Hronský Beňadik : NETRI, 2004.</i>	

Language: <i>Slovak, English</i>					
Remarks: <i>The course is provided only in the case it is chosen by at least 16 students.</i>					
Evaluation history:					
Total number of evaluated students: 140					
A	B	C	D	E	FX
18,57	26,43	22,86	15	12,86	4,29
Lecturers: <i>PhDr. Marcel Lincényi, PhD.– Seminars.</i>					
Last modification: <i>January 31, 2014</i>					
Supervisor: <i>doc. PhDr. PaedDr. Karol Janas, PhD. – guarantor of the study program “Political Science”</i>					