

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA FACULTY OF SOCIAL AND POLITICAL SCIENCE BACHELOR PROGRAMME OF COMMUNICATION SCIENCE			DOCUMENT CODE CUD/COMMUNICATION SCIENCE/S1/1530133/2023
COURSE UNIT DESCRIPTION (CUD)				
COURSE UNIT (CU) & CODE: Political Communication		COURSE UNIT CLUSTER (CUC): Communication Science	ECTS CREDITS ALLOCATED: T= 4.8 P= -	SEMESTER: 5th
LANGUAGE OF INSTRUCTION: Bahasa Indonesia		COURSE UNIT TYPE: Compulsory	DATE CREATED: 10/01/2023	Level of course unit (according to EQF): Level 6 First Cycle Bachelor
AUTHORIZED	LECTURER OF CUD CREATOR: Dr. Susilastuti DN, M.Si.	CUC COORDINATOR: Dr. Susilastuti DN, M.Si.	COORDINATOR STUDY PROGRAM:  Arif Wibawa, M.Si.	
Learning Outcome (LO)	Program Learning Outcome in Course Unit (PLO-CU)			
	K3	Explain the social, cultural, ecological, political, economic, legal, and technological influences to address communication issues (LO9).		
	GS1	Create creative and ethical works to foster innovation in the field of Communication (LO3).		
	GS3	Able to produce independent and group performance of high quality in accordance with standards and ethics of communication (LO5).		

	SS1	Demonstrate persuasive, informative, and transformative communication messages across various media platforms to support a career in the field of communication (LO10).
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Course Description

This course provides an in-depth analysis of political communication, examining the intersection between politics and media. Students will explore the theories, concepts, and practices related to political communication, with a focus on understanding how political messages are constructed, disseminated, and received. Through case studies, discussions, and practical assignments, students will develop critical thinking and analytical skills necessary to understand and evaluate the role of media in shaping political discourse.

Course Information

- Course Title: Political Communication
- Course Code: COMM 450
- Prerequisites: None
- Credit Hours: 3
- Semester: Spring 2022
- Class Schedule: Tuesday and Thursday, 10:00 AM - 11:30 AM
- Classroom: COM 203

Instructor Information

- Name: [Your Name]
- Office: COM 305
- Office Hours: Monday and Wednesday, 1:00 PM - 3:00 PM
- Email: [your.email@example.com]

- Phone: [Your Phone Number]

Course Objectives

By the end of this course, students will be able to:

1. Understand the theoretical frameworks and key concepts in political communication.
2. Analyze the role of media in shaping political discourse and public opinion.
3. Identify and evaluate different forms of political communication, including political campaigns, political advertising, and political journalism.
4. Critically examine the impact of new media technologies on political communication.
5. Apply theoretical knowledge to real-world examples of political communication.
6. Develop effective communication strategies for political campaigns.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Demonstrate knowledge and understanding of the theories and concepts in political communication.
2. Analyze and evaluate the role of media in political communication.
3. Apply theoretical frameworks to analyze and interpret political communication practices.
4. Critically evaluate the impact of media technologies on political communication.
5. Apply effective communication strategies in political campaigns.
6. Communicate ideas and arguments effectively through oral and written presentations.

Course Materials

Required Textbooks

1. Brian McNair. (2019). Political Communication: A Critical Introduction (2nd Edition). Routledge.
2. Doris A. Graber. (2018). Mass Media and American Politics (10th Edition). CQ Press.

Additional Readings

Additional readings will be assigned throughout the course. These readings will be available on the course's online learning platform or provided as handouts.

Course Schedule

Week	Topic	Readings	Assignments	Assessments
1	Introduction to Political Communication	McNair - Ch. 1	-	-
2	Theories of Political Communication	McNair - Ch. 2	-	Quiz 1
3	Media Systems and Political Communication	McNair - Ch. 3	-	Essay 1

Week	Topic	Readings	Assignments	Assessments
4	Political Journalism	McNair - Ch. 4	-	Group Discussion 1
5	Political Campaigns	McNair - Ch. 5	-	Quiz 2
6	Political Advertising	McNair - Ch. 6	-	Essay 2
7	Public Opinion and Media	Graber - Ch. 1	-	Group Discussion 2
8	Mid Semester	Graber - Ch. 6	-	Quiz 3
9	Media Effects and Political Communication	Graber - Ch. 7	-	Essay 3
10	Media Bias and Political Communication	Graber - Ch. 8	-	Group Discussion 3

Week	Topic	Readings	Assignments	Assessments
11	Political Communication and Democracy	McNair - Ch. 7	-	Quiz 4
12	Political Communication and Public Policy	McNair - Ch. 8	-	Essay 4
13	Political Communication Ethics	McNair - Ch. 9	-	Group Discussion 4
14	Political Communication in the Digital Age	McNair - Ch. 10	-	Quiz 5
15	Political Communication Strategies	McNair - Ch. 11	Individual Presentation: Communication Strategy	-
16	Review and Final Semester Examination	Review all readings and course materials	-	Final Semester Examination

Assignments

Quizzes

There will be five quizzes throughout the course, testing students' understanding of the assigned readings and lecture materials. Each quiz will consist of multiple-choice questions and will be conducted online through the course's online learning platform.

Essays

Students will complete four essays throughout the semester, each focusing on a specific topic related to political communication. These essays should demonstrate students' critical thinking and analysis skills. The length of each essay should be between 1000-1500 words, and proper referencing using APA style is required.

Group Discussions

Students will participate in four group discussions throughout the semester. In each discussion, students will be assigned a topic related to political communication, and they will engage in a constructive dialogue with their group members. Participation, critical thinking, and respectful communication will be evaluated during these discussions.

Individual Presentation: Communication Strategy

In the final week of the course, students will present an individual presentation on a communication strategy used in a political campaign. The presentation should include an analysis of the strategy and its effectiveness. Each presentation should be 10-15 minutes long and will be followed by a question-and-answer session.

Assessment Weights

- Quizzes: 20%
- Essays: 40%
- Group Discussions: 20%
- Individual Presentation: 10%
- Final Examination: 10%

Attendance Policy

Regular attendance is expected for all students. More than two unexcused absences may result in a deduction of points from the final grade. Excused absences require documentation, such as a medical certificate or official university letter.

Academic Integrity

Plagiarism and academic dishonesty will not be tolerated. All assignments must be the original work of the student, and any external sources used should be properly cited. Violations of academic integrity will result in severe penalties, including a failing grade for the course.

Course Policies

- All assignments must be submitted on time. Late submissions will be penalized, unless an extension has been granted by the instructor.
- Students are encouraged to actively participate in class discussions and ask questions whenever clarification is needed.
- Respectful and professional behavior is expected from all students during class sessions and online discussions.
- Students are responsible for keeping up with the assigned readings and materials.
- Any changes to the syllabus will be communicated to students in a timely manner.