

Department of MEDIA STUDIES

Program: ***BS Media Studies***

Course outline

**Political Communication MST- 11702**

Instructor: ABIDA NOUREEN level BS 7th

Class days: Wed-thu

Venue Dep’t of Media Studies

**Course Description:**

This is a unique course for students combined Media, Politics and Public policy. The communication portion of the Course is a lot narrower in focus than a general program in communication regarding philosophy of communication and Politics and the need of both for each other.

The "capstone course is regarding pure Political science with the merger of Media & Politics, which explores the role and impact of the media in developing and implementing public policy; and Persuasive Communication, which studies the theories and practices of persuasion within a variety of contexts.

### Course Contents:

* Introduction: Politics, Communication, Political Communication, Scope Definition, Background
* Process of political communication
* Communication flow in Political Communication
* Political Parties: Kinds, Structures, Functions
* Interest Groups: Kinds, Functions, Relationship with Political Parties.
* Public Opinion: Definition, Formulation, Assessment.
* Electoral Process: Mechanism, Kinds of representation, requirements of impartial elections.
* Political Ideologies: Liberalism, Fascism, Nazism, Socialism, Marxism, Nationalism.
* National Integration
* Techno Politics in Pakistan
* The role of Social information networks in Political Communication
* Media and Politics in Pakistan
* [The Mediatization of Politics in Pakistan](https://www.google.com.pk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=5&cad=rja&uact=8&ved=0ahUKEwjFpOSYztfWAhXGAcAKHe7UCkgQFghBMAQ&url=http%3A%2F%2Fscholarlyexchange.org%2Fojs%2Findex.php%2FPKN%2Farticle%2FviewFile%2F4043%2F3029&usg=AOvVaw0Yweagt5Ahq-vMELQLIHSt)
* [New Communication Technologies and Political Mobilization.](https://www.google.com.pk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=6&cad=rja&uact=8&ved=0ahUKEwjFpOSYztfWAhXGAcAKHe7UCkgQFghJMAU&url=http%3A%2F%2Fwww.ipripak.org%2Fnew-communication-technologies-and-political-mobilization%2F&usg=AOvVaw2q9BMY5nBhe99FBCEfQrbJ)
* Role of Media in Political Socialization : The Case of Pakistan
* Agenda Setting, Social learning Theory , Gate Keeping
* Voting Behaviors and political participation
* Emerging political concepts and terminologies

Globalization, governance, feminism, terrorism, political exclusion and inclusion, power sharing.

Techno-politician, etc.

**Teaching Learning Method**

All the teaching learning methods will base on interactive learning. Beside this, following methodologies will be used

* + Lectures
  + Presentations
  + Discussions

The role of teacher will be as a facilitator in all learning process

**Activities**

All the session will be followed by different activities which will vary according to the topic under discussion

**Learning Aids:**

Learning aids will include

* Graphs
* Charts
* Models
* Multimedia

**Learning Hours**

1:30 contact hours session will be held twice a week on the days mentioned in the Time Table

**Evaluation**

Following are the main areas what would be assessed.

* The course objective as set out in the core curriculum.
* It is the students overall competence that will be assessed, as described in the course objective.
* The assessment of the students will show the extent to which they have achieved the objectives set out in the curriculum.

Mid-term and final exam will be conducted

Beside these exams, formative assessment will be made through the following manner.

* Assignments
* Presentations
* Class participations
* Quizzes (surprised / announced)
* Any other appropriate method

**Attendance Required**

85% per semester attendance is required

**Contact**

[Abidas84@gmail.com](mailto:Abidas84@gmail.com)

General rules

1. For each absence ‘1’ mark would be deducted. Those students who would have more then 5 absences would not be allowed to sit in final examination.

2. Students are advised to be in class at declared time in time table. No late entrance would be allowed after the course instructor’s arrival.

3. Attendance would be marked within initial 10 minutes of the class, after which no attendance would be marked and the student will considered being absent

4. Assignment should be submitted on decided date and time; no further relaxation would be given to anyone at any time.

Recommended Books:

1. V. D. Mahajan, Political Theory (Principles of Pol. Science), New Delhi, S. Chand & Co., 2006.
2. R. C. Agarwal, Political Theory (Principles of Pol. Science), New Delhi, S. Chand & Co., 2006.
3. Ian Mackenzi (Ed.), Political Concepts: A Reader and Guide, Edinburgh, University Press, 2005.
4. Michael G. Roskin, Political Science: An Introduction, London:Prentice Hall, 1997.
5. Choudhry Ahmad Shafi, Usul-e-Siyasiat (Urdu), Lahore Standard Book Depot, 1996.