



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Political Campaign Communication							
Course Code		HİRY504		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		This course aims to provide students with critical, historical and cultural perspectives on the relationship between media and political communication, understanding the shaping effect of media on public opinion and developing effective political communication campaigns.							
Course Content		The public concept of course, public opinion formation of the psychological and sociological approaches, media and public relations, political communication, political campaign strategy and tactics, new media use in political campaigns, world and political campaign examples from Turkey are examined.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	1. Glynn, J.C. et. al. (1999). Public Opinion. Oxford: Westview Press. 2. Heywood, A. (2013). Politics. New York: Palgrave McMillian. 3. Herman, E. & Chomsky, N. (2002). Manufacturing Consent: The Political Economy of Mass Media. New York: Pantheon Books. 4. McNair, B. (2011). An Introduction to Political Communication. New York: Routledge.
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Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of public opinion
2	Theoretical	Psychological approaches to the formation of public opinion
3	Theoretical	Sociological approaches to the formation of public opinion
4	Theoretical	Media and public relations
5	Theoretical	Media as a political actor
6	Theoretical	Political communication concept
7	Intermediate Exam	mid term exam
8	Theoretical	Political advertising and political public relations
9	Theoretical	International political communication
10	Theoretical	Political campaigns: strategy, message and tactics
11	Practice	term paper presentations
12	Practice	term paper presentations
13	Practice	term paper presentations
14	Final Exam	final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	3	2	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Evaluate the relationship between media and politics from a critical point of view.
2	Evaluate the relationship between media and politics from a sensitive perspective to historical and cultural differences



3	Understands and evaluates the impact of media on public opinion.
4	Develop effective political communication campaigns.
5	explain the relationship between media and democracy

**Programme Outcomes (Public Relations and Advertising Master)**

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

**Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High**

	L1	L2	L3	L4	L5
P1	5	5	4	4	
P2	5	5	4	4	4
P3	5	5	5	4	5
P4	1	5	5	4	5
P5	4	4	4	4	4
P6	4	5	4	5	4
P7	5	5	5		4
P8	5	4	5	4	
P9	5	5	5	5	4
P10	5	4	4	4	

