

Identification	Subject	PSIR205: Political Communication 3KU /6ECTS credits
	Department	Political Science and Philosophy
	Program	Undergraduate
	Term	Fall 2021
	Instructor	Baba Bayramli
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	Classroom/hour s	41 Mehseti str. (Neftchilar campus), Room 303, Tuesday, 15:20-18:30
	Office hours	By appointment
Prerequisites	Consent of instructor	
Language	English	
Compulsory/Elective	Required	
Required textbooks and course materials	<p>Core textbook: Core Textbook: Brian McNair. An introduction to Political Communication. New York: Routledge, 5th ed. 2011</p> <p>Supplementary sources:</p> <ul style="list-style-type: none"> • Kees Brants and Katrin Voltmer (eds), Political Communication in Postmodern Democracy. Challenging the Primacy of Politics. Palgrave Macmillan, 2011. • Richard M. Perloff. The Dynamics of Political Communication. Media and Politics in a Digital Age. New York: Routledge, 2014. 	
Course outline	This course is designed for the undergraduate students. It addresses such questions as complex relationship between politics, the media and democracy in the United Kingdom, United States and other contemporary societies.	
Course objectives	<p>Objectives</p> <ul style="list-style-type: none"> • This course is aimed to give the students the general knowledge about political media and their effects, the work of political advertising, marketing and public relations, and the communicative practices of organizations at all levels, from grass-root campaigning through to governments and international bodies. <p>Generic Objective of the Course</p> <ul style="list-style-type: none"> • To meet curriculum requirements of the School of Humanities and Social Sciences. <p>Specific Objectives of the Course</p> <ul style="list-style-type: none"> • To support the students academically, to improve their chance of realizing their potential • To encourage students participation and interaction and fostering, and atmosphere of tolerance and respect • To support the students to improve their ability to discuss and to defend their position • To build background for the students' further development in Law and International Relations 	
Learning outcomes	<p>By the end of the course the students should be able:</p> <ul style="list-style-type: none"> • To build up and work with a team for decision making. 	

	<ul style="list-style-type: none"> • To consider external and internal factors while making a decision • To develop and interpret political statements • To evaluate alternative projects and suggest one with maximum utility • To prepare an essay 		
Teaching methods	Lecture		x
	Group discussion		x
	Experiential exercise		
	Simulation		x
	Case analysis		x
	Course paper		x
	Others		
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Case studies		
	Class Participation		5
	Assignment and quizzes		
	Project (Essay)		10
	Presentation/Group Discussion		15
	Final Exam		40
	Others		
	Total		100
Policy	<ul style="list-style-type: none"> ▪ Preparation for class The structure of this course makes your individual study and preparation outside the class extremely important. The lecture material will focus on the major points introduced in the text. Reading the assigned chapters and having some familiarity with them before class will greatly assist your understanding of the lecture. After the lecture, you should study your notes and work relevant problems from the end of the chapter and sample exam questions. ▪ Withdrawal (pass/fail) This course strictly follows grading policy of the School of Humanities and Social Sciences. Thus, a student is normally expected to achieve a mark of at least 60% to pass. In case of failure, he/she will be required to repeat the course the following term or year. ▪ Cheating/plagiarism Cheating or other plagiarism during the Quizzes, Mid-term and Final Examinations will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations. <p>Essay We appreciate an ability of students to prepare a good essay. The essay should be</p> <ul style="list-style-type: none"> • An original research of the students. • Written according to the international standards with introduction, internal parts, conclusion, and used special literature. • Limited in size (10 -12 pages/Times New Roman - 12). • Printed in computer, and has a cover page. <p>Students have to make presentation on the essay topic. This activity will be evaluated on the basis of two components: the written copy and presentation. As soon as it is possible, we will offer you a list of themes for essays. Every</p>		

		<p>student can choose for the essay a theme with the consent of instructor. Essay requirements/standards are available in DPSIR.</p> <ul style="list-style-type: none"> ▪ Professional behavior guidelines The students shall behave in the way to create favorable academic and professional environment during the class hours. Unauthorized discussions and unethical behavior are strictly prohibited. 	
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1	29.09. 2021	<i>Introduction to the Course. Basic Requirements of the Syllabus</i>	Syllabus of the Course
2	06.10.2021	Politics in the age of mediation	Brian McNair. An introduction to Political Communication, pp. 3-14
3	13.10.2021	Politics, democracy and the media	Brian McNair. An introduction to Political Communication, pp. 15-26
4	20.10.2021	The effects of political communication	Brian McNair. An introduction to Political Communication, pp. 27-42
5	27.10.2021	The political media	Brian McNair. An introduction to Political Communication, pp. 43-66
6	03.11.2021	The media as political actors	Brian McNair. An introduction to Political Communication, pp. 67-82
7	10.11.2021	Midterm Exam	
8	17.11.2021	Party political communication I: advertising	Brian McNair. An introduction to Political Communication, pp. 83-117
9	24.11.2021	Party political communication II: political public relations	Brian McNair. An introduction to Political Communication, pp. 118-150
10	01.12.2021	Pressure-group politics and the oxygen of publicity	Brian McNair. An introduction to Political Communication, pp. 151-172
11	08.12.2021	Political communication in a globalised world	Brian McNair. An introduction to Political Communication, pp. 173-203
12	15.12.2021	Persuasion and Political Campaigns	Richard M. Perloff. The Dynamics of Political Communication. Media and Politics in a Digital

			Age, pp. 316-337
13	22.12.2021	Presidential Debates	Richard M. Perloff. The Dynamics of Political Communication, pp. 364-371
14	29.12.2021	Conclusion: performance politics and the democratic process	Brian McNair. An introduction to Political Communication, pp. 204-208
15	05.01.2022	Students' presentations	
	TBA	Final Exam	

This syllabus is a guide for the course and any modifications to it will be announced in advance.