

**BACHELORS WITH POLITICAL SCIENCE
MAJOR (CT – III) 8th SEMESTER**

Title: MEDIA AND POLITICAL COMMUNICATION

CREDITS: THEORY: 04; TUTORIAL: 02

PLSC3822M

Course Objectives

- To introduce students to the foundational concepts and theoretical frameworks of political communication.
- To critically examine the interplay between media systems and political processes in both historical and contemporary contexts.
- To analyze the impact of emerging communication technologies, media ownership, and content on public opinion, political behavior, and democratic participation.

Learning Outcomes

- Explain key theories and concepts of political communication and their relevance to democratic engagement and political decision-making.
- Assess the role of traditional and digital media in shaping political narratives, elections, public opinion, and governance, with a special focus on India.
- Evaluate media content and political messaging through tools like content analysis, opinion surveys, and campaign studies, and identify ethical challenges such as fake news and media manipulation.

UNIT-I: FOUNDATIONS OF POLITICAL COMMUNICATION

- Introduction to Political Communication: Definition, Scope, and Significance
- Historical Evolution: Role of Oratory, Print Media, and Early Communication Technologies
- Theories of Political Communication:
 - Agenda-Setting
 - Framing
 - Cultivation

UNIT-II: MEDIA AND POLITICS

- Functions of Media in Politics: Information Dissemination and Public Opinion
- Media Ownership and Control: Impacts on Political Discourse and Representation; Corporate Media
- Media Ethics and Challenges: Fake News, Sensationalism, and the Role of Fact-Checking
- Alternate Media : Citizen Journalism and Community Radio

UNIT-III: POLITICAL CAMPAIGNS AND PUBLIC OPINION

- Campaign Communication: Strategies, Advertising, and Political Marketing
- Public Opinion Formation: Influence of Media, Political Leaders, and Social Networks
- Opinion Polls and Surveys: Methodology and Implications for Political Decision-Making
- Political Manipulation: Use of Fear, Nationalism, and Moral Panic

UNIT-IV: POLITICAL COMMUNICATION IN CONTEMPORARY INDIA

- Political Communication in Indian History and Independence Movement
- Role of Language and Regional Media in Indian Politics
- Impact of Social Media on Political Mobilization and Activism
- Role of Facebook, Whatsapp and Instagram in Political Socialization

TUTORIALS (02 CREDITS)

- Role of Political Debates and Public Forums in Shaping Opinion
- Visit to various Political Party Headquarters, Campaigning Firms
- Content Analysis of a Media Report;
- Fake News vs. Real News in Media
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