

Global Learning Semesters

Course Syllabus

Course: COMM-502 Public Opinion and Political Communication

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



| Course Summary | | |
|-------------------|--|--------------------------|
| Course Code | Course Title | Recommended Credit Hours |
| COMM-502 | Public Opinion and Political Communication | 3 |
| Semester Offered | Contact Hours | Prerequisites |
| Please contact us | 42-45 | Graduate Standing |
| Department | Level of Course | Language of Instruction |
| Communications | Upper Division | English |

Course Description

Focus on the close relation that politics and mass communications have developed in our times; Relative topics include: political communications; opinion polls and media coverage; political socialization; political culture; election campaigning; party publicity; political communication in Britain and America; agenda setting and political effects

Prerequisites

Graduate Standing

Topic Areas

1. Methods of Research – General Introduction.
2. Content Analysis of News.
3. Correlational Analysis of News.
4. Political cultures and pre-election campaigns.
5. Political communication in the UK.
6. Political communication in the US.
7. Agenda setting: Myth and reality in political effects.
8. Framing Effects of News Coverage.
9. News Framing and Attributions of Responsibility.
10. Effects of Attributions on General Opinions.
11. Effects of Attributions on General Opinions.
12. Opinion Polling.

Readings and Resources

Required Textbooks

- Lazarsfeld, P., Berelson, B. and Gaudet, H. (c. 1968). The People's choice: how the voter makes up his mind in a presidential campaign. New York: New York Columbia University Press.
- Herbst, S. (1993). Numbered Voices: How Opinion Polling has Shaped American Politics. Chicago: The University of Chicago Press.

- Iyengar, S. (1991). *Is Anyone Responsible? How Television Frames Political Issues*. Chicago: The University of Chicago Press.