



Course Code MCOM-570	Course Title Digital Politics and Economy Communication	Credits (ECTS) 10
Department Communications	Semester Spring	Prerequisites None
Type of Course Elective	Field Communications	Language of Instruction English
Level of Course 2 nd cycle	Year of Study 1 st	Lecturer Dr Christophoros Christophorou
Delivery Method Face to Face	Work Placement -----	Co-requisites -----

Objectives of the Course:

The main objectives of the course are to:

- Introduce students to political communication, its evolution and role in the digital era.
- Examine the role of communication in the formulation and implementation of policies in the shaping of political behaviour.
- Study the role of economy and finances in political communication planning and activities.
- Get acquainted with the rules on funding political and electoral activities
- Provide opportunities for analysis of the role and uses of media and of new media in political communication today.
- Examine the relationship between politics and political actors, media and public opinion, and the ways these important actors interact.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Analyse key issues related to political actors & the use of media in political communication.
2. Assess the complex relation between political communication and financing politics.
3. Discuss in a critical way the role of money and the impact in politics in Europe & the USA.
4. Assess the role of new/digital communication and media in contemporary politics.
5. Analyse contemporary trends and phenomena in political communication.
6. Discuss issues related to the efficiency of regulations aimed at limiting the role of money in politics and political communication.

Course Contents:

1. The role of media in modern societies in relation to democracy
2. The relations between media and politicians and other actors.
3. Political communication
 - ▲ Election campaigns – Changing trends and the role of money

<ul style="list-style-type: none"> 4. Theories about media effects 5. Regulating the financing of politics and its impact in political behaviour and democracy 6. The use of new media and the transformation of politics
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Teaching Methods:

Lectures, Workshop type sessions, Presentations by Students, Research and Project work
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Assessment Methods:

Final Exam (in the form of article reviews), Class Participation, In-class presentations, Essays
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Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Ralph Negrine & James Stanyer (eds)	<i>-The Political Communication Reader</i>	Routledge	2007	

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Keith Ewing , Jacob Rowbottom, Joo Cheong Tham (eds)	The Funding of Political Parties: Where Now?	Routledge	2011	978-0415580014
Brian McNair,	An Introduction to Political Communication	Routledge	2003	

