



APPLIES TO ACADEMIC YEAR 2005/2006

## INS 2400 Political communication

### Program

Bachelor in Public Relations (3. year)

### Responsible for the course

Magne Haug

### Department

Communication - Culture and Languages

### Term

According to study plan

### ECTS Credits

6

The course will look at political decisionmakers in Norway from two angles: First, students will learn about lobbying. Second, students will learn about how politicians communicate with their voters, notably in election campaigns.

### Objective

The course has two objectives: 1. Students will learn how lobbying is planned and implemented. They will learn to understand how the political system in Norway works, predominantly at the national level. 2. Students will learn how politicians plan and implement communication with the electorate, notably through election campaigns.

### Prerequisites

INS 2301 Introduction to PR, MRK 2301 Theories of persuasion and influence.

### Compulsory literature

#### Books:

Østbø, Ivar Buch. 2001. Storting og regjering. Oslo: Schibsted. Fra side 87. Kapittel om Sametinget ikke pensum  
Aardal, Bernt, Anne Krogstad og Hanne Marthe Narud, red. 2004. I valgkampens hete. Universitetsforlaget. Kapittel 1-5, 11-16, s.13-137, 253-398

#### Collection(s) of articles:

Haug, Magne. 2005. Ny artikkelsamling om myndighetskontakt og lobbyvirksomhet. Sandvika: BI Forlaget  
Haug, Magne. 2005. Ny artikkelsamling om valgkampkommunikasjon. Sandvika: BI Forlaget

### Recommended literature

#### Course outline

1. The Norwegian political system.
2. The role and functions of the parliament (Stortinget).
3. The role and functions of national and local government and its relationship to the Stortinget.
4. Lobbying.
5. The Norwegian political parties system
6. How politicians communicate with their voters.
7. Political marketing in election campaigns.

#### Computer-based tools

These are used in group problem-solving activities.

#### Course structure

The course is implemented through lectures. In the first part of the course, 18 hours of lectures are given about points 5-7 in the course outline (above). In the second part of the course, 18 hours of lectures are given about Lobbying.

#### Evaluation

A three-hour individual written exam concludes the course.

**Evaluation code(s)**

INS24001 Political communication - written exam counts 100% of course grade. INS 2400, 6 credits.

**Aids at the examination**

No aids permitted.

**Makeup exam**

Next ordinary course implementation.