



APPLIES TO ACADEMIC YEAR 2006/2007

## 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

### 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 2500 Public Relations, MRK 2301 Theories of persuasion and influence. INS 2401 Public communication.

### Compulsory literature

#### Books:

Fimreite, Anne Lise og Jan Erik Grindheim. 2001. Offentlig forvaltning. Oslo: Universitetsforlaget. Kapittel 8 og kapittel 9 (side 130-175) er IKKE pensum  
Haug, Magne. 2006. Myndighetskontakt og lobbyvirksomhet. 3. utg. Oslo: Handelshøyskolen BI. 34 s.  
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. Oslo: Universitetsforlaget. Kapittel 1-5, 11-16, s.13-137, 253-398

#### Collection of articles:

Haug, Magne. 2006. Utvalgte artikler om myndighetskontakt og lobbyvirksomhet. Oslo: Handelshøyskolen BI  
Haug, Magne. 2006. Utvalgte artikler om valgkamper. Oslo: Handelshøyskolen BI

### 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 and a thesis seminar. In the first part of the course, lectures and a seminar on lobbying (points 1-2 in the course outline) leading up to the writing of a project paper (group of 1 - 3 students) on lobbying. In the second part of the

course, lectures on points 5-7 in the course outline (above).

**Evaluation**

Project paper (individual or groups until 3 students) on lobbying in the middle of the semester counts for 40% of the course grade. A three-hour individual written exam concludes the course, counts for 60% of course grade.

**Evaluation code(s)**

INS 24002 Political communication - Project paper in the middle of the semester counts for 40% of course grade in INS 2400, 6 credits.

INS 24003 Political communication - written exam - counts for 60% of course grade in INS 2400, 6 credits.

**Aids at the examination**

All aids permitted for group thesis. No aids permitted for written exam.

**Makeup exam**

Next ordinary course implementation. Re-sit exam in Evaluation code INS 24001.