



APPLIES TO ACADEMIC YEAR 2007/2008

INS 2400 Political communication

Program

Bachelor in Public Relations (3. year)

Responsible for the course

Magne Martin Haug

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

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. 2007. Offentlig forvaltning. 2. utg. Oslo: Universitetsforlaget

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. 2005. Ny artikkelsamling om Valgkampkommunikasjon til kurset INS2400 Politisk kommunikasjon. Oslo: Handelshøyskolen BI

Magne Haug (red.). 2007. Artikkelsamling om lobbyvirksomhet til kurset INS2400 Politisk kommunikasjon. 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 one of the course's main subjects (either lobbying or election campaign communication) leading up to the writing of a project paper (group of 1 - 2 students). In the second part of the course, lectures on the rest of the course content.

Evaluation

Project paper (individual or groups until 2 students) 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.