



APPLIES TO ACADEMIC YEAR 2008/2009

INS 2400 Political communication

Program

Bachelor in Public Relations (3. year)

Responsible for the course

Magne Martin Haug

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Objective

The course has two objectives: 1. Students will learn how the political system in Norway works, with an emphasis on the national level, and at the same time learn how lobbying and government relations are planned and implemented. 2. Students will learn how politicians plan and implement communication with the electorate, notably through election campaigns, in Norway and internationally.

Prerequisites

To take the course requires the courses INS 2500 Introduction to Public Relations, MRK 2301 Theories of persuasion and influence and 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: Strategisk kommunikasjon og politisk usikkerhet. Oslo: Universitetsforlaget. Kapittel 1-5, 11-16, s.13-137, 253-398

Collection of articles:

Haug, Magne Martin (red.). 2008. Artikkelsamling 2008 om Valgkampkommunikasjon til kurset INS2400 Politisk kommunikasjon. Oslo: Handelshøyskolen BI

Magne Martin Haug (red.). 2008. Artikkelsamling 2008 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 Storting.
3. The role and functions of government and its relationship to the Stortinget.
4. Lobbying.
5. The Norwegian political parties system
6. How politicians communicate with their voters.
7. Political communication 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 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 project papers. No aids permitted for written exam.

Makeup exam

Next ordinary course implementation.