



APPLIES TO ACADEMIC YEAR 2010/2011

INS 2400 Political communication

Programme

Bachelor in Public Relations (3. year)

Responsible for the course

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

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 reading

Books:

Fimreite, Anne Lise og Jan Erik Grindheim. 2007. Offentlig forvaltning. 2. utg. Oslo : Universitetsforlaget. Kap. 1-7, s. 1-150
Jenssen, Anders Todal og Toril Aalberg, red. 2007. Den medialiserte politikken. Oslo : Universitetsforlaget. kapitlene 1-3, 5-7 og 10, sidene 9-80, 103-176 og 223-243
Aardal, Bernt, Inger Johanne Holth, red. 2007. Norske velgere : en studie av stortingsvalget 2005. Oslo : Damm. Kapitlene 1-5 og 10, sidene 13-134 og 253-279

Collection of articles:

Haug, Magne Martin (red.). 2010. Artikkelsamling om Valgkampkommunikasjon til kurset INS2400 Politisk kommunikasjon. Oslo: Handelshøyskolen BI
Magne Martin Haug (red.). 2010. Artikkelsamling om lobbyvirksomhet til kurset INS2400 Politisk kommunikasjon. Oslo: Handelshøyskolen BI

Recommended reading

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.

Examination

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.

Examination 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.

Examination support materials

All aids permitted for project papers. No aids permitted for written exam.

Re-sit examination

Next ordinary course implementation.

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course will be lectured for the last time fall 2010. Re-sit exam will be offered every term from autumn 2011 even spring 2013.

Additional information