



APPLIES TO ACADEMIC YEAR 2011/2012

## **PRK 3631 Political and government communication**

### **Programme**

Bachelor in Public Relations (3. year)

### **Responsible for the course**

Magne Martin Haug

### **Department**

Department of Communication - Culture and Languages

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

Norwegian

### **Introduction**

The course is a basic introduction to how government and politicians communicate with its public, and how the public communicate with political and governmental decision-makers.

### **Learning outcome**

#### **Knowledge outcomes**

On completing the course, students should be able to understand and explain how the governmental decision system is designed in Norway, how the government communicates with the public, how politicians communicate with the electorate, and how the public may communicate with politicians as well as government officials through lobbying.

#### **Skills outcomes**

On completing the course, students should be able to use their knowledge of the governmental and political decision system to analyze and solve governmental communication problems, analyze election campaigns and how lobbying is planned and implemented.

#### **Reflection**

On completing the course, students should understand how the different elements in the political and governmental decision system interact in complex ways in political processes.

### **Prerequisites**

None.

### **Compulsory reading**

#### **Books:**

Fimreite, Anne Lise, Jan Erik Grindheim. 2007. Offentlig forvaltning. 2. utg. Universitetsforlaget. Kapittel 1-7, side 1-150.

Østbø, Ivar Buch. 2010. Storting og regjering. 2. rev. og bearb. utg. Schibsted. s. 155-275

Aardal, Bernt (red.). 2011. Det politiske landskap. En studie av stortingsvalget 2009. 1.utgave. Cappelen Damm Akademisk. Kapittel 1-7, s. 13-224

### **Collection of articles:**

Haug, Magne Martin. 2011. Artikkelsamling til Politisk og offentlig kommunikasjon. Oslo: BI

### **Recommended reading**

#### **Course outline**

Part 1: Public administration and communication

1.1 How public management is organized in Norway

1.2 Interaction between public administration and the political sector

1.3 The role of citizens: The right to knowledge

1.4 Information- and communication strategies for public administration

1.5 The role of the Storting and how it works

- 1.6 The relationship between the governmental administration, the Cabinet and the Storting
- 1.7 Lobbying

Part 2: Election campaign communication

- 2.1 The Norwegian party system
- 2.2 How politicians communicate with the electorate
- 2.3 Political campaign communication

### Computer-based tools

The course presupposes the use of computers for assignments.

### Learning process and workload

The course is implemented through classroom teaching and group assignments. During the semester students must submit two written papers, individually or in groups of up to three students. Papers are to be presented in class. Attendance during all presentations is compulsory for all students in the class. Papers and presentations are to be included in a file for grading.

Activity	Hours
Participation in lectures and group presentations	36
Preparation for lectures	45
Group work and paper development	48
Private study/ reading of curriculum literature / preparations for examinations	71
<b>Total recommended use of time</b>	<b>200</b>

### Use of hours

Lectures: 38 hours, including 12 hours for presentations in class with feed-back. 7 hours for evaluation of work requirements.

### Examination

The examination consists of a process evaluation with file submission in groups of up to three students. The file must contain two papers that will be presented in class and other material used in the presentations. Each of the papers will go through a three- stage process. First, the paper is submitted at a pre-set date. Second, the paper is presented in class, with feedback. Attendance during all presentations is compulsory for all students in the class. Third, the student(s) makes (make) a final version of the paper that is submitted at a pre-set date. Finally, at the end of the semester the whole file with attachments from presentations is submitted. Each paper with attachments will initially account for 50 % of the grade, but the final grading will be performed after a full evaluation of the content of the file.

### Examination code(s)

PRK 36311 - Portfolio assessment of file that counts 100 % towards the total grade for the course PRK 3631 Political and Governmental Communication - 7,5 credits.

### Examination support materials

For PRK xx321: All support materials are allowed.

### Re-sit examination

### Additional information