



APPLIES TO ACADEMIC YEAR 2012/2013

## 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 the government communicate with its public, and how the public communicate with political and governmental decision-makers.

### Learning outcome

#### Acquired Knowledge

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, and how the public may communicate with politicians as well as government officials through lobbying.

#### Acquired Skills

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, 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.

Wæraas, Arild, Haldor Byrkjeflot og Svein Ivar Angell, red. 2011. Substans og framtreten : omdømmehåndtering i offentlig sektor. Universitetsforlaget. Kap 1 - 4, 6 - 11.

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

#### Collection of articles:

Haug, Magne Martin. 2011. Artikkelsamling - Politisk og offentlig kommunikasjon.

Handelshøyskolen BI

### Recommended reading

#### Course outline

Part 1: The Storting, public administration, government relations and lobbying

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: Governmental communication

- 2.1 Governmental communication policy
- 2.2 How the government, with an emphasis on the national government communicate with the public

**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.

The course consists of classroom instruction and problem solving in groups.

During the semester, there will be two assignments which must be answered in writing, individually or in groups of up to three students. Assignment 1 and 2 can be answered in different groups. Each of the assignments undergo a three-step process. First the assignments must be handed in within a specified time limit. Then the assignments must be presented to the class where feedback from the lecturer will be provided. The student(s) then prepares a final version of the assignment. Attendance during the presentation of task 1 and 2 are mandatory for all students in the class.

A portfolio is used as work and evaluation form. Submission of the folder is done individually, but the tasks can be solved in groups. The portfolio should consist of the following:

- The final answer on the task of
- The final answer on the task II
- Self Reflection Notes over their own learning process

Recommended time spent in the course:

Activity	Use of 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**

All support materials are allowed.

**Re-sit examination**

A re-sit examination is offered at next scheduled course.

**Additional information**