



APPLIES TO ACADEMIC YEAR 2015/2016

## ELE 3778 Communication in political and public spheres

### Programme

Elective

### Responsible for the course

Tor Bang

### Department

Department of Communication and Culture

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

The course is a basic introduction to how the government communicates with its public, and how the public communicates 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, s. 1-150

**Collection of articles:**

Bang, Tor. 2015. Artikkelsamling til ELE 3778 Kommunikasjon i politiske og offentlige rom. Handelshøyskolen BI

**Recommended reading****Course outline**

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

**Part 1: Election campaign communication**

- How public management is organized in Norway
- Interaction between public administration and the political sector
- The role of citizens: The right to knowledge
- Information- and communication strategies for public administration
- The role of the Storting and how it works
- The relationship between the governmental administration, the Cabinet and the Storting
- Lobbying
- Governmental communication policy

**Part 2: The Storting, public administration, government relations and lobbying****Computer-based tools**

No specified computer-based tools are required.

**Learning process and workload**

The course consists of classroom instruction and problem solving in groups. All students will both showcase their work and be opponents for other students work or peer review. That way lays students premises for the final assessment of the course.

During the semester there will be given two assignments that must be answered in writing, individually or

in groups of up to three students. Each assignment undergoes a three-step process.

1. First the assignment must be handed in within a specified time limit.
2. The assignment must be presented for a group of students who will give oral and written feedback by a given template. The class and lecturer can then provide feedback.
3. Students prepare then final version of the assignment that goes to a new student groups who emits a blind review with suggestions for a grade.

Presence during the presentation of and opposition to task 1 and 2 are mandatory. The exact date and exam for submissions announced at course start.

Recommended time spent in the course:

Activity	Use of hours
Participation in lectures and group presentations	33
Preparation for lectures	48
Group work and paper development	50
Private study/ reading of curriculum literature / preparations for examinations	69
<b>Total recommended use of time</b>	<b>200</b>

When the course is offered in an election year, eg 2015, 2017, 2019 etc., students must seek election from different parties. After studying overall communication, students write report on a selected party's communication with its voter base.

During non-election year, students will immerse themselves in a party program, or study the influence a selected think tank has in the political discourse.

The lecturer reserves the right to assemble groups to exchange student work.

## Use of hours

## Examination

Grade in the course is based on an individual portfolio assessment. A portfolio is a systematic collection of student work showing effort, process, progress and reflection. The works in the portfolio shall consist of the following elements:

- Final solution on task I, 40%
- Final solution on task II, 40%

- Reflection Notes linked to the learning process, counts 10%
- Feedback and "Blind-review" of other students work they are opponents of, counts 10%

See also the "Learning Process and time."

**Examination code(s)**

ELE 37781 - Portfolio assessment of file that counts 100 % towards the total grade for the course ELE 3778  
Communication in political and public spheres - 7,5 credits.

**Examination support materials**

All support materials are allowed.

**Re-sit examination**

Re-sit examination is offered at next scheduled course.

**Additional information**