

Department of Communication

SCHOOL OF SOCIAL SCIENCES
ATENEO DE MANILA UNIVERSITY



COM 110.2

Political Communication

Semester 2

2012-2013

Module Leader: Jason Vincent A. Cabanes

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Office hours: by appointment only

Module aims and learning outcomes

This module provides an introduction to political communication as a part of contemporary life in our globalising world. On the one hand, it explores our continuing anxieties about how the media are entangled in the struggle for power amongst contemporary political actors. But on the other hand, it also unpacks our longstanding belief in the centrality of the media in fostering a politics that upholds democratic values.

The first part of the module is an introduction to the current debates about political communication. It presents various conceptual perspectives about the relationship between (a) media institutions and political actors, (b) media texts and political discourses, and (c) media technologies and public engagement. It also asks the students to engage with these perspectives through theoretical and empirical works. The second part of the module approaches political communication from a more practical angle. It looks into the crafting of (a) political speeches, (b) electoral campaigns, and (c) social advocacy campaigns. It also provides the students a space wherein they can further familiarise themselves with the concepts that they have learned throughout the semester. Specifically, they are to craft either an electoral or a social advocacy campaign.

On completion of the module, students should be able to:

1. understand the American, British, and Continental European approaches to political communication,
2. rethink Western political communication theories in the context of Asia in general and the Philippines in specific, and
3. apply political communication concepts to the production of campaign materials.

Module Structure

The module is comprised of course lectures (which will be led by the module leader), special lectures (which will be led by guest speakers), and seminars (which will be led by the students). The classes run from 10.30a to 12.00p on Tuesdays and Thursdays and will be held at SS Conference Room 6.

Communication

Please ensure that all written and spoken communication with the module leader is of a professional quality and an appropriate style. It is expected that written communication will be done via email and will adhere to the standard rules of spelling, punctuation, capitalisation and formality.

Attendance

Attendance in every class is essential to your success in this module. You are responsible for materials covered and resources distributed in your absence.

Module schedule

WEEK	TOPIC
Wk 1: 1 6 Nov	INTRODUCTION TO THE COURSE
PART I. THEORISING POLITICAL COMMUNICATION	
Wk 1: 2 8 Nov	LECTURE: WHAT IS POLITICAL COMMUNICATION?
Wk 2: 1 13 Nov	LECTURE: THE PUBLIC SPHERE KEY READING: Habermas, Jurgen, Lennox, Sarah and Lennox, Frank (1974) The public sphere: An encyclopedia article (1964) <i>New German Critique</i> , 3: 49-55. SUPPLEMENTARY READING: Voltmer, Katrin and Lalljee, Mansur (2007) Agree to disagree: Respect for political opponents. In Alison Park (ed.) <i>British Social Attitudes. The 23rd Report</i> . London: Sage, 95-118.
Wk 2: 2 15 Nov	SEMINAR ON THE PUBLIC SPHERE

WEEK	TOPIC
Wk 3: 1 20 Nov	<p>LECTURE: MEDIA SYSTEMS</p> <p>READING: Hallin, Daniel and Mancini, Paolo (2004) Chapter 2: Comparing media systems. In <i>Comparing Media Systems: Three Models of Media and Politics</i>. Cambridge: Cambridge University Press, 21-45. (Available at: http://www.scribd.com/doc/66177162/Comparing-Media-Systems-Daniel-Hallin)</p> <p>SUPPLEMENTARY READING: Sparks, Colin (2010) China's media in comparative perspective. <i>International Journal of Communication</i>, 4: 552–566.</p>
Wk 3: 2 22 Nov	SEMINAR ON MEDIA SYSTEMS
Wk 4: 1 27 Nov	<p>LECTURE: PHOTOGRAPHY AND COLLECTIVE MEMORY</p> <p>READING: Zelizer, Barbie (2004) The voice of the visual in memory. In Kendall Phillips (ed.) <i>Framing Public Memory</i>. Tuscaloosa, AL: University of Alabama, 157-186.</p> <p>SUPPLEMENTARY READING: Hariman, Robert and Lucaites, Louis. (2003) Public identity and collective memory in US iconic photography: The image of 'Accidental Napalm'. <i>Critical Studies in Media Communication</i>, 20(1): 35-66.</p>
Wk 4: 2 29 Nov	SEMINAR ON PHOTOGRAPHY AND COLLECTIVE MEMORY
Wk 5: 1 04 Dec	<p>LECTURE: REPRESENTING PUBLIC OPINION</p> <p>READING: Lewis, Justin and Wahl-Jorgensen, Karin (2004) Images of citizenship on television news: Constructing a passive public. <i>Journalism Studies</i>, 5(2): 153-164.</p> <p>SUPPLEMENTARY READING: Livingstone, Sonia (2005) On the relationship between audiences and publics: Why audience and public? <i>LSE Research Online</i>. Available at: http://eprints.lse.ac.uk/archive/00000437</p>
Wk 5: 2 06 Dec	SEMINAR ON REPRESENTING PUBLIC OPINION

WEEK	TOPIC
Wk 6: 1 11 Dec	<p>LECTURE: FRAMING, AGENDA SETTING, AND PRIMING</p> <p>READING: Scheufele, Dietram and Tewksbury, David (2007) Framing, agenda setting, and priming: The evolution of three media effects models. <i>Journal of Communication</i>. 57(1): 9-20.</p> <p>SUPPLEMENTARY READING: Maslog, Crispin C., Lee, Seow Ting, and Kim, Hun Shik (2006) Framing analysis of a conflict: How newspapers in five Asian countries covered the Iraq War. <i>Asian Journal of Communication</i>, 16(1): 19-39.</p>
Wk 6: 2 13 Dec	SEMINAR ON FRAMING, AGENDA SETTING, AND PRIMING
Wk 7: 1 18 Dec	<p>LECTURE: PUBLIC CONNECTION</p> <p>READING: Couldry, Nick, Livingstone, Sonia, and Markham, Tim (2007) Connection or disconnection?: Tracking the mediated public sphere in everyday life. In Richard Butsch (ed.) <i>Media and Public Spheres</i>. Basingstoke, UK; New York, USA : Palgrave Macmillan, 28-42.</p> <p>SUPPLEMENTARY READING: Ong, Jonathan and Cabanes, Jason (2011) Engaged, but not immersed: Tracking the mediated public connection of Filipino elite migrants in London. <i>Southeast Asia Research</i>, 19(2): 197-224.</p>
Wk 7: 2 20 Dec	<p>SEMINAR ON PUBLIC CONNECTION</p> <p>DEADLINE FOR CRITICAL ESSAY</p>
22 Dec to 07 Jan	HOLIDAY BREAK
Wk 8: 1 08 Jan	RESEARCH PROPOSAL DEVELOPMENT DAY 1
Wk 8: 2 10 Jan	RESEARCH PROPOSAL DEVELOPMENT DAY 2
Wk 9: 1 15 Jan	RESEARCH PROPOSAL DEVELOPMENT DAY 3

WEEK	TOPIC
Wk 9: 2 17 Jan	RESEARCH PROPOSAL DEVELOPMENT DAY 4
Wk 10:1 22 Jan	RESEARCH PROPOSAL DEVELOPMENT DAY 5
Wk 10:2 24 Jan	RESEARCH PROPOSAL DEVELOPMENT DAY 6
PART II. PRACTISING POLITICAL COMMUNICATION	
Wk 11: 1 29 Jan	LECTURE: CRAFTING POLITICAL SPEECHES GUEST SPEAKER: an officer from the Communications Group of the Office of the President (TBA) READING: Quezon, Manolo III (2002). <i>Twenty Speeches that Moved a Nation</i> . Mandaluyong City: Anvil.
Wk 11: 2 31 Jan	LECTURE: CRAFTING ELECTORAL CAMPAIGNS GUEST SPEAKER: a political campaign strategist (TBA) READING :Bennett, W. Lance and Iyengar, Shanto (2008) A new era of minimal effects? The changing foundations of political communication. <i>Journal of Communication</i> , 58(4): 707-731.
Wk 12: 1 5 Feb	LECTURE: CRAFTING SOCIAL ADVOCACY CAMPAIGNS GUEST SPEAKER: a social advocacy campaign specialist (TBA) READING: Coglianese, Cary (2001) Is Consensus an appropriate basis for regulatory policy?. <i>Social Science Research Network</i> . Available at: http://ssrn.com/abstract=270488
Wk 12: 2 7 Feb	PROJECT CRAFTING DAY 1
Wk 13: 1 14 Feb	PROJECT CRAFTING DAY 2

WEEK	TOPIC
Wk 13: 1 16 Feb	PROJECT CRAFTING DAY 3
Wk 14: 1 19 Feb	PROJECT PRESENTATIONS PART 1
Wk 14: 2 21 Feb	PROJECT PRESENTATIONS PART 2
Wk 15: 1 26 Feb	DEADLINE FOR RESEARCH PROPOSAL

Assessment

Assessment of this module will consist of five elements:

1. Individual Critical Essay (25%):

You are to write a 1500-word critical essay on only one of the three titles below. The essay must follow these parameters: Arial 12, double spaced, 8.5 X 11.5 paper size, and 1 inch margins all around. It must also have at least 6 references (that is, academic books, journal articles, working papers and the like) and should follow the APA citation format.

The essay must be submitted by 12 noon of 20 December 2012. Late submissions receive a 5-point deduction per day. Non-submission of the essay merits a mark of zero.

TITLE 1: Would Philippine democracy benefit better if it were to adopt the public sphere model of Habermas or the dissensus model of Mouffe?

TITLE 2: Evaluate the possibilities and limitations of using the media systems models of Hallin and Mancini in understanding the relationship between media and government in a particular ASEAN nation (excluding the Philippines).

TITLE 3: Using the concepts from Zelizer's work on images and collective memory, assess the photographic representation of any Asian conflict that has happened in the last 15 years.

2. Group Research Proposal (25%):

You are to write a 3000-word research proposal that applies any of the six theoretical approaches covered by the module to understanding a contemporary political communication phenomenon. The proposal must follow these parameters: Arial 12, double spaced, 8.5 X 11.5 paper size, and 1 inch margins all around. It must also have at least 15 references (that is, academic books, journal articles, working papers and the like) and should follow the APA citation format.

The proposal must be submitted by 12 noon of 26 February 2013. Late submissions receive a 5-point deduction per day. Non-submission of the proposal merits a mark of zero.

The proposal should have the following segments:

INTRODUCTION (approx. 500 words)

-Overview: Give a brief background for your study. The goal of this is for you to build up the academic and the social significance of the work. (475 words)

-Statement of the research problem: Clearly state the main question you are going to tackle. Make sure the key concepts/variables are present. (25 words)

THEORETICAL PERSPECTIVES (approx. 2000 words)

-Theoretical framework: Give a summary of the key assertions of your chosen overarching approach to your study. (300 words)

-Key concepts: Talk about the debates surrounding the key concepts that you are going to look into in your study. Compare and contrast related literature on each of the concepts as well. (1650 words)

-Research questions: Based on your statement of the research problem theoretical framework, and your key concepts, come up with 2-3 questions that you wish to be answered by the end of the research. (50 words)

METHODOLOGY (approx. 500 words)

-Case selection criteria: List down and justify your reasons for selecting your participants. (150 words)

-Research tool(s): Explain the contents of your research tool(s). (350 words)

3. Group Project (20%):

You are to craft an electoral or social advocacy campaign geared towards promoting a person, party or issue of your choice. You are then to do a presentation on this campaign, which will be judged by experts in political communication. This presentation should run for a maximum of fifteen minutes, should be accompanied by presentation slides, and should have the following sections: (a) RATIONALE FOR THE PROJECT (approx. 5 mins.), (b) THEORETICAL UNDERPINNINGS OF THE PROJECT (approx. 5 minutes), and (c) PRESENTATION OF THE PROJECT PROPER (approx. 5 minutes).

4. Group Report (15%):

You are to do a group report that summarises and critiques one of the supplementary readings for the course lectures (see module schedule). This report should run for a maximum of twenty minutes, should be accompanied by presentation slides, and should have the following sections: (a) CREATIVE INTRODUCTION (approx. 5 mins), (b) SUMMARY OF THE READING (approx. 10 mins), (c) CRITIQUE OF THE READING (approx. 5 mins).

5. Seminar Attendance (15%):

You are expected to actively participate in the course seminars. In order to prepare for these sessions then, make sure that you not only read the assigned texts, but also critically assess these works.

About the Module Leader

I am presently a final year ICS PhD Scholar at the Institute of Communications Studies, University of Leeds, UK, as well as a Lecturer in Media Studies and the Program Coordinator of MA Journalism at the Department of Communication, Ateneo de Manila University, PH. I finished both my degree in BA Communication (magna cum laude) and my degree in MA Communication at Ateneo de Manila University. Previously, I was an ASEAN Research Fellow at the Asia Research Institute, National University of Singapore, a consultant of the Communication for Governance and Accountability Program of the World Bank, and a project leader for the Journalism in the Age of Convergence Program of UNESCO. My most recent works include articles in the international peer-reviewed journals *Media, Culture and Society* (in process), *New Media and Society* (with Kristel Anne F. Acedera, 2012), and *Southeast Asia Research* (with Jonathan Corpus Ong, 2011), an entry in the *Encyclopedia of Social Networks* (Sage Publications, 2011), and a chapter in the book *Changing Media, Changing Societies* (Nanyang Technological University Press, 2008).