

Elective course: Political Communication in a Hybrid Media System

Title	Elective course: Political Communication in a Hybrid Media System
Semester	E2023
Master programme in	Kommunikation / Journalistik / Kommunikation / Media and Communication
Type of activity	Course
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at ruc.dk

REGISTRATION AND STUDY ADMINISTRATIVE

Registration	You register for activities through stads selvbetjening during the announced registration period, which you can see on the Study administration homepage. When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose.
Number of participants	
ECTS	10
Responsible for the activity	Eva Mayerhöffer (evamay@ruc.dk)
Head of study	Chris Peters (cpeters@ruc.dk)
Teachers	
Study administration	IKH Registration & Exams (ikh-exams@ruc.dk)
Exam code(s)	U60575

ACADEMIC CONTENT

Overall objective	The course contains presentation and critical discussion as well as testing knowledge of a defined media and communication subject area/field of activity, including presentation and discussion of current concepts,
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	theories, and research methods, possibly in collaboration with practitioners within the field.
Detailed description of content	Digital media have fundamentally changed how political, media and civil society actors communicate to their stakeholders. In the so-called hybrid media system, traditional ways to communicate about politics have not become irrelevant but are continuously redefined by new digital platforms, actors and logics. The course will introduce students to state-of-the-art theory and research on political PR and journalism, political campaigning and public affairs and discuss current trends and challenges in political communication, such as political polarization, digital propaganda, misinformation, digital activism and movement formation. The course furthermore includes workshop elements facilitated by RUCs Digital Media Lab. Here, students will have the opportunity to collect relevant digital and social media data to conduct own analyses. The course is concluded with an individual written take-home assignment, based on one of the topics covered in the course and a self-chosen case (e.g. based on the data collected during the workshop). The target group of the course are master students in communication and journalism.
Course material and Reading list	Course literature will be available in Moodle.
Overall plan and expected work effort	10 ECTS (270 hours), divided into: • preparation and reading of course literature (150 hours) • participation in lectures and course workshop (40 hours) • final exam (60 hours) • other activities (20 hours)
Format	
Evaluation and feedback	Oral and written evaluation at the end of the course. Standardized evaluation in accordance with the rotating evaluation scheme implemented by the Study Board.
Programme	
ASSESSMENT	
Overall learning outcomes	At the end of the course, the student is able to: • Demonstrate in-depth knowledge of a defined subject area/field of activity within media and communication, including nuanced knowledge of current forms of practice in relation to the subject area. • Identify and account for current theories of relevance to the subject area/field of activity, including understanding of important communication professional concepts. • Identify and account for current methods used to study the subject area/field of activity and its central communication professional issues.

	• independently and reflectively translate theoretical perspectives and methodological approaches into a concrete communication professional practice • Independently take responsibility for one's own professional development.
Form of examination	Individual written take-home assignment The character limit of the assignment is: 28,800-36,000 characters, including spaces. The character limit includes the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices. The duration of the take-home assignment is 14 days and may include weekends and public holidays. The assignment must document that the student possesses a confident mastery of written English, including grammar and linguistic correctness. Assessment: 7-point grading scale.
Form of Re-examination	Samme som ordinær eksamen / same form as ordinary exam
Type of examination in special cases	
Examination and assessment criteria	The exam is an individual, written assignment assigned by the course instructor. The assignment must meet all formal requirements. Emphasis in its assessment is placed on the extent to which the student can: • Select, account for, and apply relevant theories, concepts, and models to identify, analyse, and evaluate a given communication problem. • Analytically and critically reflect upon the chosen theories, concepts, and models. • Outline and explain different approaches or perspectives on how to address problems around mediated communication, and how these relate to each other. • Formulate the exam in a professionally precise and clear manner that demonstrates mastery of academic standards for written presentations.
Exam code(s)	Exam code(s) : U60575

Course days:

Hold: 1

Political Communication in a Hybrid Media System (MAC)

time	13-11-2023 08:15 til 13-11-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (50)
Teacher	Eva Mayerhöffer (evamay@ruc.dk) Jakob Bæk Kristensen (jakobbk@ruc.dk)

Political Communication in a Hybrid Media System (MAC)

time	16-11-2023 08:15 til 16-11-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (50)
Teacher	Eva Mayerhöffer (evamay@ruc.dk) Jakob Bæk Kristensen (jakobbk@ruc.dk)

Political Communication in a Hybrid Media System (MAC)

time	20-11-2023 08:15 til 20-11-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (50)
Teacher	Eva Mayerhöffer (evamay@ruc.dk) Jakob Bæk Kristensen (jakobbk@ruc.dk)

Political Communication in a Hybrid Media System (MAC)

time	22-11-2023 08:15 til 22-11-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

location	44.3-40 - teorilokale (50)
Teacher	Eva Mayerhöffer (evamay@ruc.dk) Jakob Bæk Kristensen (jakobbk@ruc.dk)

Political Communication in a Hybrid Media System (MAC)

time	24-11-2023 08:15 til 24-11-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (50)
Teacher	Jakob Bæk Kristensen (jakobbk@ruc.dk) Eva Mayerhöffer (evamay@ruc.dk)

Political Communication in a Hybrid Media System (MAC)

time	27-11-2023 08:15 til 27-11-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (50)
Teacher	Eva Mayerhöffer (evamay@ruc.dk) Jakob Bæk Kristensen (jakobbk@ruc.dk)

Political Communication in a Hybrid Media System (MAC)

time	30-11-2023 08:15 til 30-11-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (50)
Teacher	Eva Mayerhöffer (evamay@ruc.dk) Jakob Bæk Kristensen (jakobbk@ruc.dk)

Political Communication in a Hybrid Media System (MAC)

time	04-12-2023 08:15 til 04-12-2023 12:00
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forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (50)
Teacher	Eva Mayerhöffer (evamay@ruc.dk) Jakob Bæk Kristensen (jakobbk@ruc.dk)

Political Communication in a Hybrid Media System (MAC)

time	06-12-2023 08:15 til 06-12-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (50)
Teacher	Eva Mayerhöffer (evamay@ruc.dk) Jakob Bæk Kristensen (jakobbk@ruc.dk)

Political Communication in a Hybrid Media System (MAC)

time	08-12-2023 08:15 til 08-12-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (50)
Teacher	Eva Mayerhöffer (evamay@ruc.dk) Jakob Bæk Kristensen (jakobbk@ruc.dk)

Political Communication in a Hybrid Media System - Exam (MAC)

time	08-12-2023 12:00 til 22-12-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

Political Communication in a Hybrid Media System - Reexam (MAC)

time	15-02-2024 10:00 til 29-02-2024 10:00
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forberedelsesnorm	ikke valgt
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forberedelsesnorm D-VIP	ikke valgt
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