UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic

Bachelor of Communication Science

Jl. Ketintang No.i5, Ketintang, Kec. Gayungan, Kota SBY, Jawa Timur 60231 email: adminilkom@unesa.ac.id website: https://ikom.fish.unesa.ac.id/

Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Political Communication/ 7020103031	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	4th / odd	Once Year	14 x meetings

1	**Types of courses** Lectures Structured, Assignments, Independent Study	**Contact hours** (3CU X 1,59 ECTS) X {(50:170') X 28,49 Workhours = 39, 97	**Independent Study** (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours= 47,96	**Structured Study** (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours = 47,96	**Class size** **MAX 50 STUDENT**

2	**Prerequisites for participation (if applicable)**

3	**Program Learning outcomes**

PLO 1.A
Promote religious attitude, nationalism, responsibility, and independence, as a reflection of the values of academic norms and ethics.

PLO 2.A
Apply logical, critical, and innovative thinking through the development of science and technology in their field of expertise.

PLO 3.A

	Use communication skills and utilize communication technology to solve social change communication issues. PLO.4 A Analyze the concepts, rules and processes of developing message content to achieve various communication objectives using various communication media.	
	CLO : *Students are able to examines the substance of the communication process in a political context that includes definitions, actors, effects in the context of democratic governance in virtual space.*	
4	**Subject aims/Content** (learning objectives of the course/subject material) 1. Definition and elements of political communication 2. Parties, pressure groups, and government as political communication actors 3. Political communication in a democratic society 4. Public space as an important element of political communication in a democratic society 5. Marketing and media relations in politics 6. Elements of political communication 7. Discourse and development of political messages 8. Ethics in political persuasion 9. Interpret public opinion, identification in reaching constituents 10. Political communication strategy	
5	**Teaching methods** *Lecture Course, Project based Learning*	
6	**Assessment methods** *Participation*	
7	**This module/course is used in the following study program/s as well** -	
8	**Responsibility for module/course** *Compulsory*	
9	**Other information (References)** 1. Brian Mc Nair. 2011. An Introduction to Political Communication (5th edition). London: Routledge. 2. Darren G. Lilleker. 2006. Key Concepts In Political Communication. London: Sage. 3. Jalaludin Rakhmat. 2006. Komunikasi Politik . Bandung: Rosdakarya. 4. Deddy Mulyana. Komunikasi Politik. Bandung: Rosdakarya. 5. Kuskridho Ambardi. 2009. Politik Kartel. Jakarta: LSI dan KPG. 6. Dietram A.Scheufels. 2006. Framing, Agenda Setting, and Priming: Three Evolution of Three Media Effects Models. Journalof Communication Vol 57, Issue. 7. Gary D. Rawnsley. 2005. Political Communication and Democracy . New York: Palgrave MacMilan. 8. Walter Lipman. 1998. Public Opinion. New Bruns Wick: Transaction Publishers.	

9. David T. Hill dan Krishna Sein. 2005. The Internet in Indonesia 19s New Democracy. New York: Routledge.1
10. Hafied Cangara. 2016. Komunikasi Politik: Konsep, Teori, dan Strategi (edisi Revisi 2016)