

PARTIES AND POLITICAL SYSTEMS IN EUROPE: COMMUNICATION OF THE ACTORS

WHAT IS POLITICAL COMMUNICATION, WHO ARE THE ACTORS?

1st lesson

EFOP-3.6.2-16-2017-00007

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LEARNING GUIDE

- Lesson length: 7 slides
- Content:
 - What is political communication?
 - The Public-dialogue model of political communication
 - Dynamics between the actors
- Recommended minimum duration for review: 30 minutes
- Suggested minimum time for learning: 1 hour
- The learning of the curriculum is aided by a reading lecture and self-assessment questions.
- Recommended minimum duration of this full lesson: 1 hour 45 minutes.



WHAT IS POLITICAL COMMUNICATION?

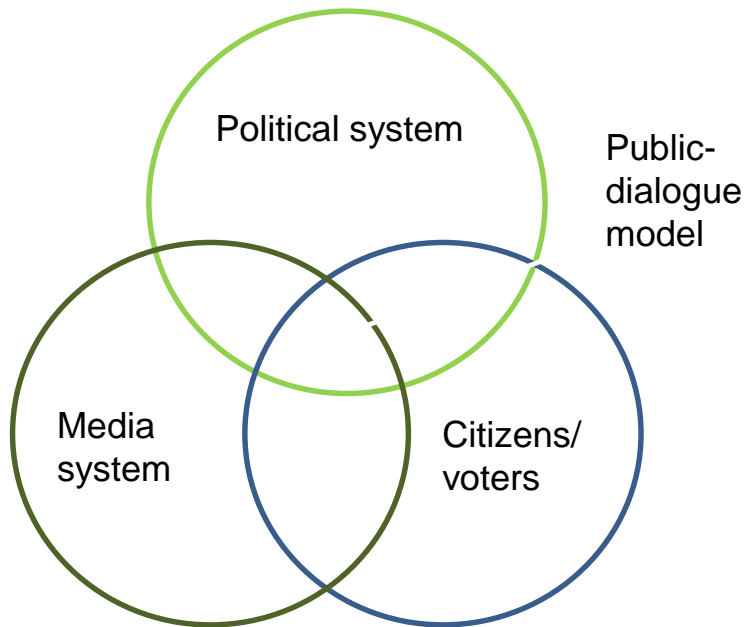
- As a working theory, let's use the following definition:
 - Political communication is...
...role of communication in
political process.

WHAT IS POLITICAL COMMUNICATION?

- The main keywords are:
 - Process
 - Involves three main characters: politicians (political system), media elites (media system), citizens (and voters)
 - Messages that involves:
 - Exchange and interpretation
 - Mediated or interpersonal

Should be noted that political communication is not just part of election campaigns, it can be observed between two campaigns, as well.

THE PUBLIC-DIALOGUE MODEL OF POLITICAL COMMUNICATION



- Political system
 - Institutional actors like parliament, central, local, transnational government, judiciary, head of state
 - Non institutional (mainly partisan) actors: parties, social movements, interest groups
- Media system
 - Press, radio, TV, internet (social media), books, cinema, PR, marketing companies, etc.
- Citizenship
 - Individuals, public opinion (opinion polls), electorate, NGOs, etc.

THE PUBLIC-DIALOGUE MODEL OF POLITICAL COMMUNICATION

- Nature of relationship of the actors

1. From politics to media

- Regulation
- News management
- Politics as a source
- ... - name a further relationship!

2. From politics to citizenship

- Public communication
- Personal relationships
- Electoral ads
- ... - name a further relationship!

THE PUBLIC-DIALOGUE MODEL OF POLITICAL COMMUNICATION

- Nature of relationship of the actors

3. From citizenship to politics

- Voting
- Public debate
- Direct relationships
- Polls and surveys
- ... - name a further relationship!

4. From media to politics

- General information
- Advocacy/watchdog journalism
- Partisan information
- ... - name a further relationship!

THE PUBLIC-DIALOGUE MODEL OF POLITICAL COMMUNICATION

- Nature of relationship of the actors

5. From media to citizenship

- General information
- Partisan information
- Political advertising
- ... - name a further relationship!

6. From citizenship to media

- Evaluation of media providers/contents
- Civic journalism (posts, comments, or other contents)
- ... - name a further relationship!

DYNAMICS BETWEEN THE ACTORS

- We consider the actors as equal.
- In a democratic society, all of them can equally take part in the process of (public) communication AKA political communication.
- The internet and social media changed this view, today all the actors have the **POSSIBILITY** to reach the same resources for communication.

ABOUT THIS LESSON

The images used in the curriculum can be found online and are freely accessible.

The curriculum is for educational purposes only.

Compulsory and recommended literature sources for the given course were used as sources for the lesson.

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