

DEPARTMENT OF CULTURAL AND COMMUNICATIONS STUDIES  
COURSE SYLLABUS

Course Details					
<b>Code</b>		<b>Academic Year</b>		<b>Semester</b>	
KKW 341		3		5	
<b>Title</b>		<b>T</b>	<b>A</b>	<b>L</b>	<b>ECTS</b>
Political Communication and Media		3	-	-	4
<b>Language</b>	German				
<b>Level</b>	<b>Undergraduate</b>	X	<b>Graduate</b>	<b>Postgraduate</b>	
<b>Department / Program</b>	Cultural and Communication Studies				
<b>Forms of Teaching and Learning</b>	In Class teaching				
<b>Course Type</b>	<b>Compulsory</b>		<b>Elective</b>	X	
<b>Objectives</b>	Qualify students to read political messages adequately and analyse them on various levels: a) on the factual level as communication about the World (reality/facts), (here we ask: is the political message correct, is it based on facts?), b) on the level of impact on people and their emotions and political judgement (evaluation) (here we ask the question: does the message reach me? Does it improve my understanding and moral attitude? Does the message contribute to a desirable political goal?)				
<b>Content</b>	The lecture/seminar will present and discuss basic concepts like: public sphere, deliberation, participation, çivil society, propaganda. We will look at some historical examples of successful or failed political communication and analyse the preconditions of meaningful and successful communication. We will focus on critical junctures of revolutions in the transformation of the public sphere from book print to social media. We will also discuss the transformation from the text based public communication to the theatre like iconographic turn of public communication. In the end we will ask the question: where are the limits of public speech? In this context, we will deal with examples of "fake news" and hate speech.				
<b>Prerequisites</b>	-				
<b>Coordinator</b>	Dr. Rainer Schmidt				
<b>Lecturer(s)</b>	Dr. Rainer Schmidt				
<b>Assistant(s)</b>	RA. Zeynep Gürbener Şahin				
<b>Work Placement</b>	-				
Recommended or Required Reading					
<b>Books / Lecture Notes</b>	Jürgen Habermas (mit einem Vorwort zur Neuauflage 1990): Strukturwandel der Öffentlichkeit, Frankfurt: Suhrkamp. Richard Bernstein (2012): The Normative Core of the Public Sphere, in: Political Theory 40 (6), 767-778.				
<b>Other Sources</b>	Seyla Benhabib (1992): Models of Public Space: Hannah Arendt, the Liberal Tradition, and Jürgen Habermas, in: Situating the Self, hg. von Seyla Benhabib, Routledge, S. 73-98; Jürgen Habermas, Moralischer Universalismus in Zeiten politischer Regression, in: Leviathan 48 (1/2020), S. 7-28.				
Additional Course Material					
<b>Documents</b>					

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Assignments			
Exams			
<b>Course Composition</b>			
Mathematics und Basic Sciences	-		%
Engineering	-		%
Engineering Design	-		%
Social Sciences	100		100%
Educational Sciences	-		%
Natural Sciences	-		%
Health Sciences	-		%
Expert Knowledge	-		%
<b>Assessment</b>			
<b>Activity</b>	<b>Count</b>		<b>Percentage (%)</b>
Midterm Exam	1		40%
Quiz	-		-
Assignments	-		-
Attendance	-		-
Recitations	-		-
Projects	-		-
Final Exam	1		60%
		<b>Total</b>	<b>100</b>
<b>ECTS Points and Work Load</b>			
<b>Activity</b>	<b>Count</b>	<b>Duration</b>	<b>Work Load (Hours)</b>
Lectures	14	2	28
Self-Study	14	4	56
Assignments	1	16	16
Presentation / Seminar Preparation	1	12	12
Midterm Exam	1	1	1
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	1	1
		<b>Total Work Load</b>	<b>114</b>
		<b>ECTS Points (Total Work Load / Hours)</b>	<b>4</b>
<b>Learning Outcomes</b>			

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1	Students can define basic concepts of the science of politics in relation to media and the public sphere
2	They can also understand the transformation of the media of information (from the printed word to social media)
3	Students can understand and critically analyse the consequences of changes in the structure of the public sphere
4	Students learn to analyse the dependence of democracies on a functioning public sphere
5	They will also analyse the transformation of the word based public communication to the one based on images (iconic turn).
6	Students will strengthen their judgement concerning their role as citizens, participants and authors of public messages

**Weekly Content**

1	Concepts and theories of the public sphere (Habermas, Arendt, Benhabib)
2	Deliberation and justification (Habermas, Forst)
3	Conflict (Der Streit; Simmel) in the public sphere. Constructive or destructive?
4	Historical examples of successful and failed public communication.
5	From word to image. The iconic turn in media sciences
6	Civil Society and the democratic form of politics.
7	<i>Intermediate Exam</i>
8	The Narrative Character of Politics
9	Political Myths and ideologies
10	Narratives, ideologies, propaganda. Use and Abuse of the public word.
11	Public Sphere and Fake News. An Introduction
12	Public Sphere and Hate Speech. The Limits of Free Speech
13	Political Power and the Structure of Media Markets (Fox News, RAI/Italy, Zuckerberg and Facebook)
14	<i>Final Exam</i>

**Contribution of Learning Outcomes to Program Objectives (1-5)**

	P1	P2	P3	P4	P5	P6	P7
1	5	4	5	4			
2	5	4	5	4			
3	5	4	5	4			
4	5	4	5	4			
5							
6							
7							
8							
9							
10							
11							
12							



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<b>Contribution Level</b>	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High
	<a href="https://obs.tau.edu.tr/oibs/bologna/progLearnOutcomes.aspx?lang=tr&amp;curSunit=209">https://obs.tau.edu.tr/oibs/bologna/progLearnOutcomes.aspx?lang=tr&amp;curSunit=209</a>
<b>Compiled by:</b>	Dr. Rainer Schmidt
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