

Titel	Political Communication in Southeastern Europe
Typ	Fachseminar/Interdisziplinäres Seminar/Soft Skill Seminar
VeranstalterIn	Christina Griessler
Zeit	19-21 May or 2-4 Juni 2022 (needs to be coordinated with experts)
Ort	AUB Präsenz
Sprechstunde	Nach Vereinbarung christina.griessler@andrassyuni.hu

Inhalt und Ziele

Kursbeschreibung:

Political Communication in Southeast Europe

This PhD-Seminar will be combined with an Expert Workshop. PhD-students are asked to attend and to actively participate in the workshop. The objective of the seminar is to bring PhD-students together with experts in the field, provide them with an introduction on the topic, provide them with the possibility to actively exchange ideas with experts and to discuss topics for a seminar paper.

The seminar is organised by the "Network for Political Communication" (netPOL), which is celebrating its 10th year at the AUB.

The Language of Workshop/Seminar is English.

Content:

The aim of the workshop is to gain insights in the particular features of political communication in Southeast Europe. We would like to analyse current developments in the field of political communication: How are politicians communicating with their population, what forms of communication and which communication tools are mainly used? What role does the media play in the countries and are they considered to be free and impartial in their coverage of the news? In what ways is political communication used and abused in the countries of the region? Is the media able to support the democratic processes in the countries by pointing out wrongdoing by politicians? How is political campaigning conducted in these countries? And what are the main messages politicians try to convey to the population? And there are – of course - many more questions, which can and should be taken up by the participants of the workshop and as part of the seminar.

Political communication as a field of study is looking at the methods and means of how political leaders are communicating political information to a wider audience, the public. Hence, political communication is important for the running of government, for legitimating political actions taken by the government, but also for the opposition to criticise the government and to publicise political agendas during election campaigns. It enables politicians to explain their actions to the population, to promote certain political ideas and themselves as candidates for a political position and it is a tool to maintain some relationship between the population and the political leaders of the state. In times of crisis political communication is important to provide information and clear guidance for the population.

The original concept of political communication as defined by Lasswell in 1948 by asking “*Who says what in which channel to whom with what effect?*” is facing profound changes due to developments in the communication technology and within society. For example, technological development means that ongoing events and current information are constantly and simultaneously transmitted via a number of different communication channels. Social Media has become one of the main resources for information on political issues for a broader public. The traditional media outlets – such as newspapers, TV-channels and radio – are facing economic decline and need to find financial sources to maintain their businesses. Politicians have to find new, innovative ways in reaching a more disengaged public. And the distrust of politicians and political institutions has increased, meaning that information provided by the government or other official institutions is questioned by parts of society. With all these changes, the question emerges how political communication is conducted in these new settings and environments? These questions are not specific to the region of Southeast Europe, but are a general trend all the world over.

Topics presented and discussed at this workshop should focus on current developments in the field of political communication in the region of Southeast Europe, e.g., analysis of political communication in electoral campaigns, conflict and media, government’s crisis management in the COVID pandemic or political elite addressing other relevant current political issues.

Workshop / Seminar:

- Preparatory meeting / introductory lecture

The workshop will be part of a PhD-seminar and students are required to attend the workshop and to actively engage with the participants.

Prior to the workshop **an introductory lecture** for the participating PhD-students will be held to provide the basics on the topic of political communication. Students are asked to attend the introductory lecture, the expert workshop, prepare questions for the workshop, participate in the discussion and develop an idea for a seminar paper.

- Workshop (public)

The first part is planned as an expert panel, where the invited colleagues from the region will present their papers, this is followed by a roundtable discussion with PhD-students and the wider public. In the afternoon, senior PhD-students, who have already published on a topic of political communication during their studies, will shortly present their outcome of their research. The workshop should leave enough time for discussion and networking.

- Feedback session

After the workshop (In person or online) students will have the possibility to provide feedback, discuss issues of the workshop and ask further questions for clarification.

Ziele: Provide students with an introduction to political communication, to gain insights in the particular features of political communication in Southeast Europe, exchange with experts from the region on current issues of political communication in the region.

Themen und Literatur

	Thema	Literatur
1.	Introduction to Political Communication	<p>McNair, Brian (2003): An Introduction to Political Communication, Communication and Society: 3rd ed. London: Routledge, 2003.</p> <p>Reineman, Carsten (2014): Political Communication, Handbooks of Communication Sciences, Vol., 18, Berlin: De Gruyter Mouton, 2014.</p> <p>Negrine, Ralph; Lilleker, Darren G. L (2002): The Professionalization of Political Communication: Continuities and Change in Media Practices, European Journal of communication, Vol 17, Issue 3, pp. 305–323.</p> <p>Negrine, Ralph; Holtz-Bacha, Christina; Papathanassopoulos, Stylianos (2007): The Professionalisation of Political Communication, Series: Changing Media, Changing Europe. Bristol, UK: Intellect Books.</p> <p>Reineman, Carsten (2014): Political Communication, Handbooks of Communication Sciences, Vol., 18, Berlin : De Gruyter Mouton. 2014.</p>
2.	Political Communication in South East Europe	<p>Atlagić; Siniša; Vučićević , Dušan (2019): Serbia, in: Otto Eibl, Miloš Gregor (eds.), Thirty Years of Political Campaigning in Central and Eastern Europe, Palgrave Macmillan: Cham, pp 325-342.</p> <p>Berrocal, Martina; Salamurović, Aleksandra (2019): Political Discourse in Central, Eastern and Balkan Europe, Discourse Approaches to Politics, Society and Culture, Vol. 84, Philadelphia : John Benjamins Publishing Company, 2019.</p> <p>Eibl, Otto; Gregor, Miloš (eds.), Thirty Year of Political Campaigning in Central and Eastern Europe, Palgrave Macmillan: Cham. (includes a part on the Balkans).</p>

		Jurin, Suzana; Kružić, Daniela (2020): Cognitive framing through political catchwords – A short assessment of Croatian media neutrality, <i>Ars & Humanitas, Journal of Arts and Humanities, Faculty of Philosophy, University of Ljubljana, Vol. 14, No. 1, pp. 89-103.</i>
3.	Media in South East Europe	Perusko, Zrinjka; Vozab, Dina; Cuvalo, Čuvalo, Antonija (2021): <i>Comparing Post-Socialist Media Systems: The Case of Southeast Europe</i> ; Oxon: Routledge.
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Bewertung		
Prüfungsform: <ul style="list-style-type: none"> • Participating in the introductory lecture and the workshop, • preparing questions for the workshop • and a seminar paper of minimum 12 pages on a topic of the workshop. 		