### Course Outline

**Title:** Political Communication  
**Abbreviation and Number:** JRNT340  
**School:** Communication and Creative Arts  
**Department:** Journalism and Communication  
**Credits:** 3  
**Course Sequence:** ( ) Fall  ( X ) Spring  ( ) Fall and Spring  
**Hours Per Week:** ( 3 ) Lecture  ( ) Seminar  ( ) Laboratory  ( ) Studio  ( ) Kitchen  
( ) Other (Specify)  
**Pre-requisite(s):** JRNT298 or permission of Chair/Instructor  
**Co-requisite(s):** None

### COURSE DESCRIPTION

Students examine the dynamic and complex relationship between media and politics and develop critical understanding of a broad range of theories and analyses in the field of political communication. While taking a global comparative approach, the course emphasises the emergence of political communication within the Bahamian context.

### SPECIFIC OBJECTIVES

Upon successful completion of this course, students will be able to

1. Evaluate scholarly research regarding mass political behaviour in a hyper media environment;  
2. Analyse media;  
3. Analyse the media’s interaction with the political environment and emergence of party politics;  
4. Evaluate the effects of political communication on audiences; and  
5. Assess how dominant ideologies shape political communication strategies and how mass communication strategies shape political public opinion.

### COURSE CONTENT

I. **Politics in the Age of Mediation**  
A. Key concepts  
B. Political actors involved in communication

II. **Political Perspective of the Early Press in The Bahamas**  
A. *The Bahama Gazette* – 1784  
B. *The Royal Gazette* – 1804  
C. *The Bahamas Argus* – 1829  
D. *The Nassau Guardian* – 1844  
E. *The Watchman* – late 1800s  
F. *The Tribune* – 1903  
G. *The Herald* - 1937

III. **The Emergence of Party Politics and Competing Press Interests**  
A. The Progressive Liberal Party (PLP) and the threat of anti-establishment  
B. The Bahamas Democratic League (BDL) and the Discrimination Resolution  
C. The United Bahamian Party (UBP) and defending the Old Guard  
D. Competing press coverage and ideological political spin  
E. Battle of the dailies  
i. *The Nassau Guardian* – Conservative Press
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ii. The Tribune – Liberal Press

IV. Politics, Democracy and Media
   A. Relationship between media and society
   B. Liberal democratic theory
   C. Role of the media in modern democracies
      i. Journalistic bias and the free press in post Independence Bahamas
      ii. State controlled broadcasting – The Broadcasting Corporation of The Bahamas
      iii. Independent daily newspapers and tabloids
      iv. Private radio and television
      v. Party political newspapers

V. Effects of Political Communication
   A. Evidential bases of effects research
   B. Public expectation of free and unbiased political reporting
      i. Political influence and commercial competition
      ii. Investigation, exposing and reporting of political facts
      iii. Balanced political opinion and spin
      iv. Custodians of the Fourth Estate

VI. Political Media
   A. The contemporary media environment and political actors
   B. Institutional and organisational frameworks of mass media in a democratic society
   C. Relationships between media organisations and politicians
   D. The media production process and impact on political communication

VII. Media as Political Actors
   A. Influence of media on the political process
   B. Political journalism
      i. Punditry
      ii. Editorialising
      iii. Access programming

VIII. Party Political Communication-Advertising and Public Relations
   A. How advertisements work
   B. History of development of political advertising – print to Internet
   C. History of development of political public relations – print to Internet
   D. Advertising approaches in US, UK and The Bahamas (post WWII - present)
   E. Public relations approaches/techniques in US, UK and The Bahamas (post WWII)
   F. Techniques of governmental information and media management and reforms

IX. Political Communication and the Global World
   A. Pressure Group Politics
      i. Trade unions
      ii. Single-issue and lobby groups
      iii. Terrorist organisations
B. International conflicts
   i. Cold War
   ii. Vietnam War
   iii. Falklands War
   iv. Gulf War
   v. Ethnic conflicts in former Yugoslavia
   vi. Invasion of Iraq and Afghanistan after 9/11
   vii. Others

X. Research Methods for Media and Politics
   A. In-depth interviews
   B. Focus groups
   C. Content analysis
   D. Public opinion polls

ASSESSMENT
Assignments........................................ 20%
Seminar presentations............................ 30%
Mid-semester examination....................... 20%
Research paper.................................... 30%
Total............................................ 100%

REQUIRED TEXT

SUPPLEMENTARY READINGS/MATERIALS
   Print.
   ---. The 100 Most Outstanding Bahamians of the 20th Century. Nassau: Jones Communications International Ltd.,
Pactor, Howard. Communication in an Island Setting: A History of the Mass Media of The Bahama Islands, 1784-
   ---. Reflections on the Past, Questions of the Future – Public Service Broadcasting: A Case Study of thThe Bahamas

**RESOURCES**
Archives Department of the Ministry of Education.
The College of The Bahamas Special Collections Bahamian/Caribbean.

**NEWSPAPERS**
*The Abaconian*
*Big T*
*Eleutheran*
*Punch*
*The Bahama Journal*
*The Nassau Guardian*
*The Tribune*

**WEBSITES**
www.bahamasmedia.com
www.bahamashistoricalsociety.com
www.cpj.org
www.rsf.org
www.freedomhouse.org
www.people-press.org
www.annenbergpublicpolicycenter.org
www.fair.org
www.amnesty.org
www.internews.org