**SYLLABUS DE COURS / ACADEMIC SYLLABUS**

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| Political Communication: theory, technics and actual patterns |
| Intitulé du cours / *Course title* |
| Discipline*Academic field* | Sciences Politiques (Communication politique) |
| Enseignant*Teacher*  | Işıl Zeynep Turkan İpek |
| Contact *E-mail address* | isilturkan@gmail.com isil.turkan@yeditepe.edu.tr  |
| Niveau de formation*Academic level* | Licence |
| Volume horaire*Hours* | 20 heures |
| Langue*Language* | Anglais |

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| Description du cours / *Course outline* |
| This course is for sophomore and junior French and international students. It proposes a multidisciplinary approach to the field of political communication a theoretical insight with empirical perspectives. This course deals, with an international comparative perspective (France, Turkey, etc.), with issues such as the main theoretical approaches of political communication, types of propaganda, persuasion methods and political discourses, public sphere, role of polls and the main tools of political communication such as political publicity and political marketing. Audiovisual empirical data will be used as a principal teaching kit.  |

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| Objectifs pédagogiques du cours / *Course objectives* |
| This course aims to:- teach the major theories and the impact of political communication in the field of politics.- develop analysis from audiovisual empirical data and tools about electoral campaigns of different party and leaders. |

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| Compétences acquises / *Learning outcomes* |
| * Learn the basic theory and concept of political communication
* Learn specific case of practice from Turkey and France
* Discuss about elections, campaign and politics
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| Plan de cours par séance / *Course content for each session* |
| **1st session**General introduction to the course. Presentation of course plan, objectives and evaluation methods.**2nd session**Essential theories on political communicationReading: * Dominique Wolton, « La communication politique: Construction d’un modèle », *Hermès*, Communication Politique, Edition CNRS, Paris, 1989, pp.27-42.

**3rd session**Main theories, approaches and concepts of political communicationReadings: * Andre Gosselin, « La communication politique. Cartographie d’un champ de recherche et d’activités », *Hermès*, 17-18, Edition CNRS, Paris, 1995, pp.17-33.
* Maxwelle E. McCombs, Donald L. Shaw, « The Agenda Setting Function of Mass Media », *The public Opinion Quarterly*, 1972(3), pp.176-187.

**4th session**Political discourse and mass propaganda: forms and evolutions Readings: * Jacques Ellul, « Propagande et Démocratie », *Revue française de science politique*, 1952(3), pp.474-504.
* Pascal Lardellier, « Communication et pouvoir : les liaisons dangereuse », *Communication et langages*, 1997(112), pp.85-95.

**5th session**Public sphere and public opinion through polls and new media Readings: * Patrick Campagne, « Le Cercle Politique », *Actes de la recherche en sciences sociales.* 71-72, 1988. pp. 71-97.
* Loic BLONDIAUX, « Sondages et délibération. Une épistémologie alternative de l’opinion publique », *Politix*, 2002 (57), pp: 167-180.
* Niklas Luhmann, « L’opinion publique », *Politix*, 2001(55), pp.25-59.

**6th session**Political advertising and marketing: modern technics and impact on political communication Readings:* Gilles Achache, « Le marketing politique », La Communication politique, *Hermès*, 1989 pp.103-112.
* John Berger, « Publicité », in *Voir le Voir*, Chapitre 7, pp.137-165.

**7th session**Political communication in populist area: general overview Readings:* Aytaç, S., Çarkoğlu, A., & Elçi, E, Partisanship, elite messages, and support for populism in power. *European Political Science Review,* *13*(1), 2021, pp. 23-39.
* Ulrike Klinger, Karolina Koc-Michalska, «Populism as a communication phenomenon: A cross-sectional and longitudinal comparison of political campaigning on Facebook», *Mots. Les langages du politique*, 1:128, 2022, pp. 177-199.

**8th session**Electoral campaign technics evidence from TurkeyReadings: * Toros Emre, “Negative Campaigning in Turkish Elections”, *Turkish Studies*, 2015, pp.1-23.
* Bayram Salih, “Political parallelism in Turkish Press, a Historical Interpretation”, *Turkish Studies*, 11:4, 2010, pp.579-611.
* Çarkoğlu Ali, Yavuz Gözde, “Press-party parallelism in Turkey: An Individual Level Interpretation”, *Turkish Studies*, 11:4, 2010, pp.613-624.
* Şekercioğlu Eser, Arıkan Gizem, « Trends in Party System Indicators for the July 2007 Turkish Elections », *Turkish Studies,* 9:2, 2008, p. 213-231.
* Seçil Toros, Emre Toros, “Social media use and political participation: the Turkish case”, *Turkish Studies*, 23:3, 2022, 450-473.

**9th session**Electoral campaign technics evidence from FranceReadings: * Lone Sorensen, “Populist disruption and the fourth age of political communication”, *European Journal of Communication,* 2023, pp.1-15.
* Martial Foucault, Elizabeth Beasley, Daniel Cohen, Yann Algan, “The rise of populism and the collapse of the left-right paradigm: Lessons from the 2017 French presidential election”, 2018, <https://cepr.org/voxeu/columns/rise-populism-and-collapse-left-right-paradigm-lessons-2017-french-presidential>

**10th session****Students’ team work presentations** |

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| Références bibliographiques / *Bibliography* |
| **Bibliography****Books**Jacques Gerstlé, Communication politique, Armand Colin, Paris, 2008.Philippe Aldrin, Nicolas Hubé, Introduction à la communication politique, De Boeck Supérieur, « Ouvertures politiques », 2017.Brian McNair, An Introduction to Political Communication, Routledge, London, 2003.La Communication Politique, Les essentiels d’Hermès, CNRS Éditions, Paris, 2008.Judith Lazar, L'opinion publique, Paris, Dalloz-Sirey, 1995.Georges Balandier, Le pouvoir sur scène, Paris, Balland, 1980.**Articles**André Gosselin, « La communication politique. Cartographie d’un champ de recherche et d’activités », *Hermès*, 17-18, Edition CNRS, Paris, 1995, pp.17-33.Dominique Wolton, « La communication politique : Construction d’un modèle », *Hermès*, Communication Politique, Edition CNRS, Paris, 1989, pp.27-42.Jacques Ellul, « Propagande et Démocratie », *Revue française de science politique*, 3, 1952, pp.474-504.Pascal Lardellier, « Communication et pouvoir : les liaisons dangereuse », *Communication et langages*, 112, 1997, pp.85-95.Nihlas Luhmann, « L’opinion publique », *Politix*, 55, 200, pp.25-59.Maxwelle E. McCombs, Donald L. Shaw, « The Agenda Setting Function of Mass Media », *The public Opinion Quarterly*, 3, 1972, pp.176-187.Patrick Champagne, « Le cercle politique »*, Actes de la recherche en sciences sociales.* 71-72, 1988. pp. 71-97.Loïc BLONDIAUX, « Sondages et délibération. Une épistémologie alternative de l’opinion publique », *Politix*, 57, 2002, pp: 167-180.Gilles Achache, « Le marketing politique », La Communication politique, *Hermès*, 2008, pp. 53-68. John Berger, Voir le voir, B42, Paris, 2014, pp.137-165.Lone Sorensen, “Populist disruption and the fourth age of political communication”, *European Journal of Communication,* 2023, pp.1-15.Emre Toros, “Negative Campaigning in Turkish Elections”, *Turkish Studies*, 16:4, 2015, pp: 487-509.Winston Fletcher, « Political advertising at the end of the twentieth century », in *Media Power, Professionals and Policies*, ed. Howard Tumber, Routledge, London, 2000, pp.167-177.Aytaç, S., Çarkoğlu, A., & Elçi, E, Partisanship, elite messages, and support for populism in power. *European Political Science Review,* *13*(1), 2021, pp. 23-39.Ulrike Klinger, Karolina Koc-Michalska, «Populism as a communication phenomenon: A cross-sectional and longitudinal comparison of political campaigning on Facebook», *Mots. Les langages du politique,* 1:128, 2022, p. 177-199.Martial Foucault, Elizabeth Beasley, Daniel Cohen, Yann Algan, “The rise of populism and the collapse of the left-right paradigm: Lessons from the 2017 French presidential election”, 2018, <https://cepr.org/voxeu/columns/rise-populism-and-collapse-left-right-paradigm-lessons-2017-french-presidential> (Last seen 06.02.2023).Bayram Salih, “Political parallelism in Turkish Press, a Historical Interpretation”, *Turkish Studies*, 11:4, 2010, pp.579-611. Çarkoğlu Ali, “The Turkish Party System in Transition: Party Performance and Agenda Change”, *Political Studies*, 46:3, 1998, pp.544-571.Çarkoğlu Ali, The nature of Left-Right ideological Self-placement in the Turkish context, *Turkish Studies*, 8:2, 2007, pp.253-271.Çarkoğlu Ali, Yavuz Gözde, “Press-party parallelism in Turkey: An Individual Level Interpretation”, *Turkish Studies*, 11:4, 2010, pp.613-624.BALKIR Canan, BANDUCCI Susan, SOYALTIN Didem, TOKER Huriye, « Expecting the Unforeseeable: The 2007 Turkish Elections in the Media », *Turkish Studies*, 9:2, p.200ŞEKERCİOĞLU Eser Şekercioğlu, ARIKAN Gizem, « Trends in Party System Indicators for the July 2007 Turkish Elections », *Turkish Studies,* 9:2, June 2008, p. 213-231.Seçil Toros, Emre Toros, “Social media use and political participation: the Turkish case”, *Turkish Studies*, 23:3, 2022, 450-473. |

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| Mini CV de l’enseignant / *Mini CV of the teacher* |
| Işıl Zeynep Turkan İpek is associate professor and vice-chair of the French Department of Political Science and International Relations at Yeditepe University, Turkey, where she is also vice-director of the Research Center of Global Education and Culture (KEKAM). She received her PhD in Political Science from Sciences Po Aix-en-Provence, France, in 2015. Her publications include the book *Chroniqueurs Politiques en Turquie (1980-2104)*, based on her PhD thesis and published by L’Harmattan Paris in 2016; two collective books, *International Migration in the 21st Century: Problems and Solutions* published in 2017 by Cambridge Scholars Publishing and *International Migration and Challenges in the Beginning of the Twenty-First Century* published by Lexington Books Rowman & Littlefield Publishing in 2018 and a recent book in editing process *Socialisation Politique en Turquie* will be published in late 2023 by L’Harmattan Paris. She is also the author of several articles on qualified migrants, social inclusion, political participation, political socialization, and political communication and she works as researcher in“Turkish migration to France: mapping of mobility and political participation” Bosphorus Joint Project, founded by TÜBİTAK-French Ministry of Foreign Affairs. Her areas of interest include political sociology, political participation, electoral integrity, and political communication. |