



1. GENERAL INFORMATION			
1.1. Course teacher	Dr. Marijana Grbeša	1.6. Year of the study programme	1 <sup>st</sup>
1.2. Name of the course	Pop politics	1.7. Credits (ECTS)	7
1.3. Associate teachers		1.8. Type of instruction (number of hours L + S + E + e-learning)	L + S
1.4. Study programme (undergraduate, graduate, integrated)	Graduate	1.9.	
1.5. Status of the course	Optional	1.10.	
2. COUSE DESCRIPTION			
2.1. Course objectives	<p>The main objectives of the course are:</p> <ul style="list-style-type: none"> <li>- to introduce students to the concept of <i>mediatization of politics</i>;</li> <li>- to encourage students to critically evaluate the contribution of European political communication to the rest of the world, especially in the light of the 'Americanisation debate';</li> <li>- to introduce students to the concept of <i>pop politics</i> and its alleged impacts on democracy;</li> <li>- to introduce them to other key concepts in the field which will allow them to critically assess the implications of the 'intrusion' of the popular into political domain;</li> <li>- to encourage them to critically evaluate to which extent if at all has the intrusion of popular culture into politics deepened 'the gender gap' in political communication;</li> <li>- to introduce them to key scholarly debates related to the subject;</li> <li>- to introduce students to key methods in researching mediatization of politics.</li> </ul> <p>Note: The main focus of the course will be on European political communication.</p>		

2.2. Course enrolment requirements and entry competences required for the course	B.A. degree in social sciences and humanities
2.3. Learning outcomes at the level of the programme to which the course contributes	Students should be able to describe, define and explain theories and concepts in the field of political communication, political behaviour and popular culture; they should be able to critically evaluate social and public responsibility of both the media and political actors; they should be able to have advanced understanding of the power relations between the media, public, politics, society and economy.
2.4. Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>To understand the concept of mediatization of politics;</p> <p>To be able to critically assess the process;</p> <p>To be able to understand the role of the popular in political discourse today;</p> <p>To critically assess the concept of pop politics and its alleged positive and negative consequences for democracy;</p> <p>To assess the potential of the popular culture as a 'new political resource';</p> <p>To assess the potential of the new formats to bridge the gap between representatives and represented;</p> <p>To critically assess implications of pop politics for the 'gendering' in politics.</p>
2.5. Course content broken down in detail by weekly class schedule (syllabus)	<ol style="list-style-type: none"> <li>1. Introduction to the course</li> <li>2. Media and democracy: the role of the media in compared political systems</li> </ol>

	<ol style="list-style-type: none"> <li>3. 'Democracy in the Age of Mediatization and Globalisation'</li> <li>4. Popular culture in contemporary political communication I (Celebrity politics, pop politics, agitpop)</li> <li>5. Popular culture in contemporary political communication II (Aesthetics and emotions in politics: the 'grand debate' over impact)</li> <li>6. Music and politics</li> <li>7. Elections as popular culture</li> <li>8. Genre analysis of European political ads</li> <li>9. Female politicians and popular culture</li> <li>10. Political communication and film: Who's In the Loop?</li> <li>11. Contribution of the You Tube to mediatisation of politics</li> <li>12. New media, new formats: potentials for disengaged citizenry?</li> <li>13. Implications of popularisation of politics for the study of political communication</li> <li>14. What methods? Interdisciplinary and comparative approaches to the research of mediatisation of politics.</li> <li>15. Discussion and assessment of the course</li> </ol>		
2.6. Format of	X lectures	X independent	2.7. Comments:

instruction:	X seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> on line in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work	assignments <input type="checkbox"/> multimedia and the internet <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)				
2.8. Student responsibilities	Students are required to write one essay of not more than 3000 words for this course. The grades for these essays count towards the final assessment of this course (50% for the essay, 50% for the exam). Students are also required to attend lectures and seminars and to read required reading relevant to each lecture in advance of the lecture.					
2.9. Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course )	Class attendance	2	Research		Practical training	
	Experimental work		Report		Preparation for the classes (other)	1
	Essay	2	Seminar essay		(other)	
	Tests		Oral exam			
	Written exam (and studying)	2	Project		(other)	
2.10. Grading and evaluating student work in class and at the final exam	Students are expected to participate in the class discussion and their contribution will be assessed. Students are required to write an essay which will be graded and which contributes to the final grade. In the final exam students have to answer more than 60% of questions correctly in order to pass the exam. Students are encouraged to discuss their essays with the teacher during office hours and via on-line consultations.					
2.11. Required literature (available in the	<b>Title</b>			<b>Number of copies</b>	<b>Availability via other media</b>	

library and via other media)		in the library	
	Corner, J. and Pels, D. (2003) <i>Media and the Restyling of Politics</i> . London: SAGE. (selected chapters)	1	YES
	Danesi, M. (2008) <i>Popular culture: introductory perspectives</i> . Rowman & Littlefield		YES
	Grbeša, M. (2010) 'Privatisation of Politics in Croatia: Analysis of the 2003 and 2007 Parliamentary Elections', <i>Medijska istraživanja</i> 16 (2): 57-79	1	YES
	H. Kriesi, S. Lavenex, F. Esser, J. Matthes, M. Bühlmann & D. Bochsler (Eds.) (2013) <i>Democracy in the Age of Globalization and Mediatization</i> . Basingstoke: Palgrave Macmillan. (selected chapters)		YES
	Mazzoleni, G. (2008a). Mediatization of Politics. In W. Donsbach (Ed.), <i>The International Encyclopedia of Communication</i> . Malden, MA: Blackwell.		YES
	Mazzoleni, G. (2008b). Mediatization of Society. In W. Donsbach (Ed.), <i>The International Encyclopedia of</i>		

	<i>Communication</i> . Malden, MA: Blackwell.		
	Semetko, H. and Scammell (2012) M. <i>The SAGE Handbook of Political Communication</i> . SAGE. (selected chapters)	1	YES
	Scammell, M. and Semetko H. (2000) <i>Media, Journalism and Democracy</i> . Ashgate Dartmouth. (Introduction)		YES
	Street, J. (2012) <i>Music and politics</i> . Cambridge : Polity Press		YES
	Street, John, Inthorn, Sanna and Scott, Martin (2012) <i>Playing at Politics? Popular Culture as Political Engagement</i> . Parliamentary Affairs, 65 (2). pp. 338-358.		YES
	Street, J. (2004) 'Celebrity Politicians: Popular Culture and Political Representation', <i>The British Journal of Politics &amp; International Relations</i> 6:432-452.		YES
	Street, J. (2001) <i>Mass Media, Politics, and Democracy</i> . Hampshire; New York: Palgrave. (selected chapters)	20	YES
	Strömbäck, J. (2011). Mediatization of Politics: Towards a Conceptual Framework for Comparative Research. In E. P. Bucy & R. L. Holbert (Eds.), <i>Sourcebook for Political Communication Research</i> :		YES

	<i>Methods, Measures, and Analytical Techniques</i> . New York: Routledge.		
	Van Zoonen, L. (2012). 'I-pistemology: changing truth claims in popular and political culture'. <i>European Journal of Communication</i> , 27(3), p. 56-67.		YES
	Van Zoonen, L. And E. Harmer (2011). 'The visual challenge of celebrity politics. Female politicians in Grazia'. <i>Celebrity Studies</i> , 2(1), p. 94-96.		YES
	Van Zoonen, L. 2007, "Audience reactions to Hollywood politics", <i>Media, culture and society</i> , vol. 29, no. 4, pp. 531-547.		YES
	Van Zoonen, L. (2006) 'The personal, the political and the popular: A women's guide to celebrity politics', <i>European Journal of Cultural Studies</i> , 9(3): 287-301.		YES
	Van Zoonen, L. (2005) <i>Entertaining the Citizen: When Politics and Popular Culture Converge</i> . Rowman & Littlefield (selected chapters)		YES
2.12. Optional literature (at the time of submission of study programme proposal)	<p>Ankersmit, F. (1997) <i>Aesthetic Politics: Political Philosophy Beyond Fact and Value</i>. Stanford: Stanford University Press.</p> <p>Berger, A.A. (1990) <i>AgitPop: Political Culture and Communication Theory</i></p> <p>Fischlin, D. and Heble A. (eds) (2003) <i>Rebel Musics: Human Rights, Resistant Sounds and, and the Politics of Music Making</i>. Montreal</p>		

	<p>Goren, L. J. (ed) (2009) <i>You've come a long way, baby : women, politics, and popular culture</i>. Lexington: University Press of Kentucky</p> <p>Holtz-Bacha, C. and Van Zoonen, L. (2000) 'Personalization in Dutch and German politics: The case of talk show', <i>Javnost/The Public</i>, 7(2): 45-56.</p> <p>Holz-Bacha, C. (2004) 'Germany: How the private life of politicians got into the media', <i>Parliamentary Affairs</i>, 57(1): 41-52.</p> <p>Kaid, L. and Holtz-Bacha, C. (2006) <i>The Sage Handbook of Political Advertising</i>. London: SAGE. (odabrana poglavlja)</p> <p>Langer, A.I. (2012) <i>The Personalisation of Politics in the UK. Mediated Leadership from Attlee to Cameron</i>. Manchester University Press</p> <p>Marshall, P.D. (1997) <i>Celebrity and Power: Fame in Contemporary Culture</i>. Minneapolis: University of Min. Press.</p> <p>McRobbie, A. (1990) <i>Feminism and Popular Culture</i>. Palgrave MacMillan.</p> <p>Street, John (2012) <i>Do Celebrity Politics and Celebrity Politicians Matter?</i> The British Journal Of Politics And International Relations.</p> <p>Van Zoonen, L. and D. Wring (2012). Trends in political television fiction in the UK: Themes, characters and narratives, 1965–2009. <i>Media, Culture and Society</i>, 34(3), p. 263-279.</p> <p>Van Zoonen, L. (2004) 'Imagining the Fan Democracy', <i>European Journal of Communication</i>, (19)1: 39-52.</p>
2.13. Quality assurance methods	Students are expected to participate in the class discussion. Their engagement should demonstrate the speed and the extent to which students acquire proposed competencies.



that ensure the acquisition of exit competences	Moreover, students are required to write an essay which will be graded and which contributes to the final grade. Students are encouraged to discuss their essays with the teacher in the course of the term. Finally, students are required to take a written exam when their exit competencies will be conclusively assessed.
2.14. Other (as the proposer wishes to add)	