



eCAMPUS

**PUBLIC OPINION AND POLITICAL
COMMUNICATION ECF3C14**

Distance Learning Study Program

PUBLIC OPINION AND POLITICAL COMMUNICATION

(5 ECTS)

COURSE DESCRIPTION

The course “Public opinion and political communication” will provide an overview of communication techniques and their role in business. This course showcases how communication skills affect human interaction. Special attention will be paid to topics such as intercultural communication skills, interpersonal communication, group communication. Another integral element of this course is to elaborate on how to interpret verbal and nonverbal communication.

OBJECTIVES

By the end of this course, you will be able to:

1. Contribute to positive group dynamics in learning communities
2. Communicate with clarity
3. Improve interview skills
4. Explore breakdown in communication
5. learn team communication

LEARNING METHODS

You will study with CLANED, a leading distance learning platform developed in Finland, Europe. In CLANED, you will enter a virtual classroom and learn with the aid of articles, online presentations, video presentations, interactive workshops, and project work. In addition to that, you will engage in interactive quizzes and assignments.

ASSESSMENT AND EVALUATION

Throughout the student journey in the distance learning study course, students will encounter weekly quizzes and assignments. In addition to that, they will face midterm exams after the first six sessions, and the final exam after the last online class has been completed. To complete a distance learning course, students must pass all quizzes and exams as students must pass examinations to unlock the following study contents.

The assessment and evaluation in each distance learning course include detailed performance analytics and grades, given in %. In addition, each student will receive certification about study behavior analytics, including weekly study times, information about the study frequency, measured attendance, and total accumulated study time.

LECTURERS

TBA

LECTURE TOPICS*(tentative)

Class	Topics
1.	Introduction to Public opinion and political communication
2.	Communication techniques
3.	Efficient human interaction
4.	Intercultural and cross-cultural communication
5.	Interpersonal communication
6.	Group communication
7.	Middle exam
8.	Verbal communication
9.	Nonverbal communication
10.	Audience analysis
11.	Presentation skills
12.	Emotionalization
13.	Ideology
14.	Final exam

WORKLOAD

PUBLIC OPINION AND POLITICAL COMMUNICATIONS ECF3C14

14 Sessions

	Sessions per semester																TOTAL hrs	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
INDEPENDENT WORK	Homework, assignments	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	26	
	Workshops									4							4	
	Exam preparation							5								5	10	
	Case Studies					4											4	
	Self Study		2		2				2		2		2				10	
	Preparation for class	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	26
	Follow-up for class	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
	Final essay paper																10	10
	Course evaluation																2	2
																		106
HRS OF EXAMS								2								2	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	28	
																	TOTAL WORKLOAD PER COURSE (HOURS)	138
																	TOTAL ECTS	5