

University of Bucharest
 Faculty of Journalism and Communication Studies
 Department of Cultural Anthropology and Communication
 Field of Studies: Media and Communication Studies
 Study Programme: Master Studies: "Media, Public Communication and Globalization"

Course Syllabus
"Formats of the Televised Electoral Debates"

Course status: compulsory
 Study level: Master
 Study year: II
 Semester: IV
 Course lecturer (Academic title and name): **Assoc. Prof. Dr. Ruxandra Boicu**

Number of hours/Evaluation/Credits					
Lecture	Seminar	Laboratory	Project	Evaluation	Credits
28	14	-	-	Exam	7

A. Course objectives (Objectives will be formulated in terms of professional competences)

At the end of this course, the master students will be able to:

- improve their professional activity as future members and/or leaders of the politicians' campaign staffs
- improve their professional activity as future journalists / moderators or cameramen of the televised election debates,
- continue research in this study field.

B. Course prerequisites (Mention should be made of the courses that should have been previously attended.)

- Television journalism
- Campaign political communication
- Interpersonal communication
- Intercultural communication

C. Specific competences (Concern the competences provided by the master studies to which the course belongs.)

Due to this course the students will become able to:

- apply the assimilated knowledge to make professional journalistic criticism of the televised election debates conducted in Romania,

- devise their own formats in order to force changes in the strategies of the candidates and in the public interest/taste

D. Course content

Chapter	Contents	Nr. of hours
1.	Formats of the televised electoral debates as crucial events of verbal and visual communication (diachronic approach)	6
2.	Political issues in the debates	3
3.	The candidate's image in the debate	3
4.	Components of the format, definitions and developments	3
5.	The participants in the TV show, the role of the public (present in the studio or watching TV)	3
6.	TV Journalists; institutional roles as debate moderators (institutional power)	3
7.	Questions and Answers (types of verbal interaction: exam, quiz, debate, etc.)	3
8.	Questions asked by the moderators, by the candidates and by the public (citizens' agenda)	3
9.	Types of answers: relational strategies	3
10.	Conflictive discourse in the debate	3
11.	Cultural differences in the debate format (US vs European formats)	6
12.	Formats of the televised electoral debate in Romania	3
Total nr. of hours:		42

E. Evaluation

Oral presentation of bibliographic fragments	25%
Written analysis of a debate component	25%
Final project (3-student teams) Written analysis of a televised debate	50%

F. Didactic methodology

Teaching strategies	<ul style="list-style-type: none"> • characterized by a flexible and student - oriented methodology • interactive
List of teaching materials	<ul style="list-style-type: none"> • Projector; • Laptop; • Printer; • Xerox;

G. References (selection)

- Beciu, Camelia (2000) *Politica discursivă. Practici politice într-o campanie electorală*, Iași: Polirom.
- Benoit, W. L. (1997) 'Image Repair, Discourse and Crisis Communication', *Public Relations Review* 23:177-186.
- Carlin, Diana, Morris, Eric and Smith, Shawna (2001) 'The Influence of format and questions on candidates' strategic argument choices in the 2000 Presidential Debates', *American Behavioral Scientist* 44: 2196-2220.
- Hinck, Edward A. and Hinck, Shelly S. (2002) 'Politeness strategies in the 1992 vice presidential and presidential debates', *Argumentation and Advocacy* 38: 234-250.
- Kaid, Lynda Lee (ed.) (2004) *Handbook of Political Communication Research*, New Jersey: Lawrence Erlbaum Associates, Inc.
- McKinney, Mitchell, S. and Diana B. Carlin (2004) 'Political Campaign Debates' în Lynda Lee Kaid (ed.), *Handbook of Political Communication Research*, New Jersey: Lawrence Erlbaum Associates, Inc., pp. 203-237.
- Roșca, Viorica (2007) *Mediatizarea discursului electoral și imaginea publică a candidaților*, Iași: Institutul European.
- The Racine Group (2002) 'White paper on televised political campaign debates', *Argumentation and Advocacy* (Nr. de primăvară).
- Thoveron, Gabriel (1996) *Comunicarea politică azi*, București : Editura Antet.
- Tracy, Karen și Robles, Jessica (2009) 'Questions, questioning and institutional practices: an introduction.' *Discourse Studies* 11(2): 131-152.
- Trent, S., Judith și Friedenber, Robert V. (2004) *Political Campaign Communication. Principles and Practices*, New York, Toronto and Oxford: Rowman & Littlefield Publishers, INC.

Date of Department approval:

Signature