

<b>Subject</b>	<b>POLITICAL CULTURE AND MEDIA</b>			
	Type	Semester	ECTS	Code
	(M)	II	4	
<b>Lecturer Assistant of the subject Tutor of the subject</b>				
<b>Goals and Objectives</b>	<p>Political culture is a set of attitudes, beliefs and feelings that give order and understanding for a political process and that provide the basic assumptions and rules governing behavior in the political system. It is the manifestation of psychological and subjective dimensions of politics and as such, it is the product of the collective history of a political system and of the life stories of the members of that system.</p> <p>Within the discipline of political science, political culture signals an attempt to apply a combined study of such traditional problems as political ideology, legitimacy, civic culture, nationality, political parties, public opinion, civil society, public policies, democratization of society, and so on.</p> <p>The political culture is closely linked with the media which is sometimes called the fourth branch of the government. As nearly everything about politics comes through the media, it is very important for the students to have knowledge about the interrelations of policymaking and media. Some key topics in studying these interrelations will be media-state relations, social media activism, role of news media in democracy, political marketing and “spin”, process of news making, effects of the media on public opinion and voting behavior, etc.</p> <p>The student's obligations for this subject will be such as to combine reading and learning the practical subject that will help them directly learn the influence of political culture on the democratization and cultural advancement of Albanian society in general and that of Kosovo in particular.</p>			
<b>Expected results</b>	<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the world, regional and local political cultures,</li> <li>• Compare political cultures of advanced states and those in the process of political transition.</li> <li>• Understand the meaning of political culture and discuss different types of political culture.</li> <li>• Discuss the concept of cultural socialization.</li> <li>• Learn about new trends in political culture.</li> </ul>			
<b>Content</b>	<b>Weekly plan</b>			<b>Week</b>
	Theoretical Approaches of Political Culture			1
	Moralistic, Individualistic and Traditionalistic Political Culture			2
	The Political Culture of the agreement			3
	Political Culture in the campaign and elections			4
	Political Culture of Elite and its evolution in Kosovo			5
	Test			6

	Media, politics and democracy			7
	Governing through the media			8
	Presentation of seminars by students			9
	Media, public opinion and the electoral campaign			10
	Political marketing and the news making			11
	Media and the international relations			12
	Politics and the Internet social media			13
	Preparation for final exam			14
				15
<b>Teaching methods</b>	<b>Activity</b>			<b>Weight (%)</b>
	<p>Teaching will take place in teamwork by following all the main political theories. This will be followed by concrete work, with individual stories and discussing them in groups, political debate and in general the best models will be discussed, to find variant considered the most perfect. At the end of the semester will be presented with an individual paper, which will present the knowledge gained during the development of the syllabus. Teaching this course is combined: lectures, exercises, debates, essays works. At the end of lectures students get to do the task to be written, but also to protect orally. The task must be working under the rules of academic writing and theoretical perform as stated in the syllabus.</p>			
<b>Methods of assessment</b>	<b>Evaluation activity</b>	<b>Number</b>	<b>Week</b>	<b>Weight (%)</b>
	<b>First Colloquium:</b> The test will be held at the normal lecture time and place. It will require you to write in response to questions on topics covered in the first part of the course.	6		30%

	<p><b>Possible Second Colloquium:</b> The test will be held at the normal lecture time and place. It will require you to write in response to questions on topics covered in the second part of the course.</p>	12	30%
	<p><b>Seminar (essay):</b> Length: 1,200-1,500 words.  <i>Topic: Political culture and Media in Republic of Kosovo.</i></p>		
	<p><b>Participation – In Class</b> (ask questions, discuss weekly reading assignments, and engage in conversation</p>	11	30%
		In continuity	10%
<b>Resources and means of concretization</b>	<b>Means</b>	<b>Number</b>	
	<p>In order to realize the effective teaching and learning of this program, teachers and students should use different sources and means of information. So far the main source of information is the literature of the relevant subject.</p> <p>In addition to the different source texts we suggest to use other information materials from the mass media such as: newspapers, professional and scientific journals; photographs, posters, schemes, tables.</p>		
<b>Weight and activity</b>	<b>Type of activity</b>	<b>Hours weekly</b>	<b>Total load</b>
	Lecture	2	30
	Colloquium	2	5
	Presentation of seminar	2	10
	Exercises	2	55

<b>Literature / References</b>	<p>Oliver H. Woshinsky, <i>Explaining Politics - Culture, institutions, and political behavior</i>, Routledge Taylor &amp; Francis Group, New York &amp; London, 2008.</p> <p>Almond, G. A., &amp; Verba, S. (1989). <i>The Civic Culture. Political attitudes and Democracy in five Nations</i>. Newbury Park, California: Sage Publications.</p> <p>Lijphart, A. (2012). <i>Patterns of Democracy. Government Forms and Performance in Thirty-Six Countries</i> (Vol. Second edition). New Haven &amp; London: Yale University Press.</p> <p>Behar Haziri, <i>Kultura politike e Kosovës</i>, Botimet Toena, Tiranë 2017.</p>
<b>Contact</b>	