



Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2026

Description of seminars

Veranstalter*in: Prof. Dr. Stephanie Geise

Lecturer:

Titel (dt.): A.2 Political Communication

Titel (engl.): A.2 Political Communication

Beschreibung:

Description:

In today's digital world, the way politics is communicated and understood is deeply influenced by the media. From election campaigns to protest movements, from political news to social media debates, the relationship between media, politics, journalism and the public has never been more complex. This seminar explores these connections by examining how political communication takes place in mediatised and digitalised publics.

The course introduces students to key theories of political communication and public discourse, with a particular focus on the concept of deliberative democracy. Through discussion and case studies, we will analyze how political information is created and presented by journalists and received by the audience in different media environments. Particular attention will be paid to digital journalism and its role in shaping political narratives. Students will gain insights into how politicians and activists use the media strategically, how audiences engage with political content, and how the media influence public opinion and political decision-making.

Throughout the seminar we will explore a range of topics including election coverage, the framing of political issues, protest coverage and the impact of misinformation. We will critically examine the role of digital platforms in political debates, the increasing personalization of political news, and the implications of AI-driven media content. Students will be encouraged to reflect on contemporary challenges in political communication, engage with cutting-edge research, and apply theoretical concepts to real-world examples.

Literatur:

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