

Marketing and Persuasion in the Public Sphere - course description

General information	
Course name	Marketing and Persuasion in the Public Sphere
Course ID	14.2-WP-SOCDA- MPSP
Faculty	Faculty of Social Sciences
Field of study	Sociology
Education profile	academic
Level of studies	Second-cycle studies leading to MS degree
Beginning semester	winter term 2019/2020

Course information	
Semester	3
ECTS credits to win	2
Course type	obligatory
Teaching language	polish
Author of syllabus	<ul style="list-style-type: none">dr hab. Lech Szczegół, prof. UZ

Classes forms					
The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Class	15	1	-	-	Credit with grade

Aim of the course

The aim of the subject is to familiarize students with the problems of forms and techniques of political and public communication in contemporary societies and the basis of the process analyst's workshop for public opinion.

Prerequisites

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Scope

1. The concept and problems of public communication. Mass communication system.
2. Komunikologia. Theories and positions.
3. Participants and actors of the communication process.
4. Mass media. Public opinion.
5. Survey research. Cognitive and persuasive functions.
6. Political propaganda. Classic social engineering persuasion.
7. Political and election campaigns.
8. Political marketing. Methods and techniques, conditions of effectiveness and consequences.
9. Political advertising.

Teaching methods

Work with the text, work in groups, analysis of selected cases, discussion.

Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
The student has in-depth knowledge of the structures and principles of functioning of selected institutions and social organizations and their mutual relations (eg economic, cultural, political, religious).	<ul style="list-style-type: none">• K_W04	<ul style="list-style-type: none">• Written mid-term exam	<ul style="list-style-type: none">• Class
The student can make a critical analysis of social phenomena and processes.	<ul style="list-style-type: none">• K_U01	<ul style="list-style-type: none">• Written mid-term exam	<ul style="list-style-type: none">• Class
The student is ready to critically evaluate information from various sources concerning the analyzed social phenomena.	<ul style="list-style-type: none">• K_K01	<ul style="list-style-type: none">• Written mid-term exam	<ul style="list-style-type: none">• Class

Assignment conditions

A written test in the form of open questions. Credit possible at obtaining min. 50% points for given answers.

Recommended reading

1. Norris P. (2014), Why Electoral Integrity Matters, Oxford University Press.

2. Norris P. (2017), Strengthening Electoral Integrity, Oxford University Press.
3. Dalton R.J., Welzel Ch. (2015), The Civic Culture Transformed. From Allegiant to Assertive Citizens, Oxford University Press.
4. Norris P. (2014), Electoral Engineering. Voting Rules and Political Behavior, Cambridge University Press.
5. Democracy, Accountability, and Representation ed by Przeworski A., Stokes S.C., Manin B., Cambridge University Press 1999.
6. National and European? Polish Political Elite in Comparative Perspective, (ed.) Wesołowski W., Słomczyński K.M., Kjerulf Dubrow J., IFiS Publishers, Warszawa 2010.
7. Markowski R. (2000), Party System Institutionalization in New Democracies: Poland – a Trend-Setter with No Followers.
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Further reading

1. Kitschelt H. (1995), Formation of Party Cleavages in Post-Communist Democracies: Theoretical Propositions, [in:] Party Politics Vol 1. No.4 pp.447-472.
2. Mcmenamin I., Gwiazda A. (2011), Three roads to institutionalisation: Vote-,office- and policy-seeking explanations of party switching in Poland, [in] European Journal Of Political Research, October.
3. Kunovich R.M. (2000), The „Morning After”: Political Participation During Systemic Transformation [in:] Social Paterns of Being Political (ed.) Słomczyński K.M., IFiS Publishers, Warszawa.

Notes

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Modified by dr Joanna Frątczak-Müller (last modification: 26-04-2019 01:08)

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