

Media in politics - course description

General information	
Course name	Media in politics
Course ID	05.5-WP-Poli2P-MiP-21
Faculty	Faculty of Social Sciences
Field of study	WNS - oferta ERASMUS / Politologia
Education profile	-
Level of studies	First-cycle Erasmus programme
Beginning semester	winter term 2022/2023

Course information	
Semester	1
ECTS credits to win	5
Course type	obligatory
Teaching language	english
Author of syllabus	<ul style="list-style-type: none">dr Adam Ilciów

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
Tutorial	15	1	-	-	Credit with grade

Aim of the course

The aim of the course is to acquire knowledge and skills in analyzing media-politics relations. Students learn to analyze the content of the media, evaluate the role of the media in the political system, and the relationships between the media and politics. The use of new media by anti-system movements, network civil democracy, electronic administration tools, and the issues of the image of politicians are also discussed.

Prerequisites

None.

Scope

Theory of media and politics; Mediatization of politics; Mass media and reality; Post-politics, infotainment, celebrity; New media and political communication; Media and political and civic mobilization; Popular culture and the presentation of politics in the media; Types of media events: important, staged, mediatized events; Press: daily newspapers, weeklies; Information selection criteria; media bias and objectivity; Personalization of media messages; Journalist-politician interactions.

Teaching methods

Multimedia presentations; work with texts; work with audiovisual material; individual work; work in groups.

Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
Knows and understands the role of media in politics and knows how media are organized and work.		<ul style="list-style-type: none">a discussiona preparation of a projectactivity during the classesan observation and evaluation of activities during the classesan ongoing monitoring during classes	<ul style="list-style-type: none">Tutorial
Knows and understands the role of media in the contemporary world, can judge the influence of information on social and political life.		<ul style="list-style-type: none">a discussiona preparation of a projectactivity during the classesan observation and evaluation of activities during the classesan ongoing monitoring during classes	<ul style="list-style-type: none">Tutorial
Able to justify at a basic level his/her position and arguments in the course of discussion, referring to his/her own knowledge, world-view assumptions and cultural perceptions.		<ul style="list-style-type: none">a discussiona preparation of a project	<ul style="list-style-type: none">Tutorial

Outcome description	Outcome symbols	Methods of verification	The class form
Knows and understands interactions and relationships between media, politics, and society; can judge the reliability of different kinds of media.		<ul style="list-style-type: none"> • a discussion • a preparation of a project • activity during the classes • an observation and evaluation of activities during the classes • an ongoing monitoring during classes 	<ul style="list-style-type: none"> • Tutorial
Analyzes the changes of media system and judge the influence of new media on public opinion.		<ul style="list-style-type: none"> • a discussion • a preparation of a project • activity during the classes • an observation and evaluation of activities during the classes • an ongoing monitoring during classes 	<ul style="list-style-type: none"> • Tutorial
Knows the extent of his/her knowledge and skills, understands the need for continuous learning.		<ul style="list-style-type: none"> • a discussion • a preparation of a project • activity during the classes • an observation and evaluation of activities during the classes • an ongoing monitoring during classes 	<ul style="list-style-type: none"> • Tutorial

Assignment conditions

In order to pass the course, you must:

- 1) prepare presentations;
- 2) participate actively in classes.

Recommended reading

- *Advanced Social Media Marketing. How to Lead, Launch, and Manage a Successful Social Media Program* – Tom Funk – Apress – 2013.
- *Campaign Craft. The Strategies, Tactics, and Art of Political Campaign Management*, Fourth Edition (Praeger Series in Political Communication) – Michael John Burton and Daniel M. Shea – Praeger – 2010.
- *Campaigning for President 2016. Strategy and Tactics* – Dennis W. Johnson Lara M. Brown – Routledge – 2018.
- *Comparing Media Systems. Three Models of Media and Politics* (Communication, Society and Politics) – Daniel C. Hallin Paolo Mancini – Cambridge – 2004.
- *Computational Propaganda. Political Parties, Politicians, and Political Manipulation on Social Media* – Samuel C. Woolley and Philip N. Howard – Oxford – 2019.
- *Fake News, Propaganda, and Plain Old Lies. How to Find Trustworthy Information in the Digital Age* – Donald A. Barclay – Rowman & Littlefield – 2018.
- *How propaganda works* – Jason Stanley – Princeton – 2015.
- *Journalism and PR. News Media and Public Relations in the Digital Age. News Media and Public Relations in the Digital Age* – John Lloyd Laura Toogood – Oxford I.B. Tauris – 2015.
- *Media, Persuasion and Propaganda* – Marshall Soules – Edinburgh University Press – 2015.
- *Network propaganda. Manipulation, disinformation, and radicalization in American politics* – Yochai Benkler Robert Faris Hal Roberts – Oxford – 2018.
- *Political Communication in Postmodern Democracy* – Kees Brants and Katrin Voltmer – Palgrave – 2011.
- *Propaganda in the Information Age. Still Manufacturing Consent* – Alan MacLeod – Routledge – 2019.
- *Social Media in Politics. Case Studies on the Political Power of Social Media* – Bogdan Patrut Monica Patrut – Springer – 2014.
- *The Dynamics of Political Communication. Media and Politics in a Digital Age* – Richard M. Perloff – Routledge – 2014.
- *The New Rules of Marketing & PR. How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly* – David Meerman Scott – Wiley – 2019.

Further reading

Consistent with the presentation topics.

Notes

None.

Modified by dr Magdalena Pokrzyńska (last modification: 25-04-2022 13:03)

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