Political communication - course description

General information

Course name	Political communication
Course ID	05.5-WP-Poli2D-PC-21
Faculty	Faculty of Social Sciences
Field of study	WNS - oferta ERASMUS / Politologia
Education profile	-
Level of studies	Second-cycle Erasmus programme
Beginning semester	winter term 2022/2023

Course information

Semester	1
ECTS credits to win	6
Course type	obligatory
Teaching language	english
Author of syllabus	• dr Adam Ilców

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 learn the basic mechanisms of political communication. The subject of political communication covers the issues of communication processes taking place in politics. Models and paradigms of communication are also discussed. Particular attention is paid to the functions of contemporary media and their influence on politics.

Prerequisites

None.

Scope

Understanding of politics, communication, and political communication; Theories, models, and paradigms of political communication; Persuasiveness of communication; Information, disinformation, and fake news; The propaganda, public relations, advertisement, and marketing; The media as political actors; The media, media society, media system – changes in the last 20 years; The media reality – should we trust the news on TV?; Tabloidization of the media; The image of politicians; The media in the elections.

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 methods and ways of influencing public opinion.		• 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	• Tutorial
Knows and understands the role of media in the contemporary world, can judge the influence of information on social and political life.		• 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	• 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.		• a discussion • a preparation of a project	• Tutorial

Outcome description	Outcome symbols	Methods of verification	The class form
Knows and understands the role of media in politics and what the political comunication is.		- 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	Tutorial
Analyzes the election campaigns of politicians and knows how they should be conducted.		- 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	Tutorial
Knows the extent of his/her knowledge and skills, understands the need for continuous learning.		- 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	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.

- *Alter Egos. Hillary Clinton, Barack Obama, and the Twilight Struggle over American Power* – Mark Landner – Random House – 2016.

- *Angela Merkel A Chancellorship Forged in Crisis* – Alan Crawford Tony Czuczka – Wiley – 2013.

- *An-Introduction-to-Political-Communication* – Brian McNair – Routledge – 2011.

- *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.

- *Comparing Political Communication. Theories, Cases, and Challenges* (Communication, Society and Politics) – Frank Esser Barbara Pfetch – 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.

- *Game of Thorns. The Inside Story of Hillary Clinton's Failed Campaign and Donald Trump's Winning Strategy* – Doug Wead – Biteback – 2017.

- *How propaganda works* – Jason Stanley – Princeton – 2015.

- *Marketing the Third Reich. Persuasion, Packaging and Propaganda* – Nicholas O'Shaughnessy – Routledge – 2018.

- *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.

- *Running for Office. The Strategies, Techniques, and Messages Modern Political Candidates Need to Win Elections* – Ronald Faucheux – M. Evans – 2002.

- *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 Marketing of the President. Political Marketing as Campaign Strategy* – Bruce Newman – Sage – 1994.

Further reading

Consistent with the presentation topics.

Notes

None.