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| <b>The title of the course</b>   | Political Communication   |
| <b>Faculty</b>   | Faculty of Management and Transport   |
| <b>The level of studies</b>  | Undergraduate (BA)  |
| <b>Semester</b>  | Winter or Summer  |
| <b>The form of classes and number of hours</b>                               | Discussion classes -15 h  |
| <b>Classes conducted for Polish students. Erasmus students can join them</b> | No  |
| <b>Language of instruction</b>   | English   |
| <b>The number of ECTS</b>  | 3<br><br>15h – classes<br>15h – watching and analysing propaganda movies<br>15h – reading scientific literature<br>30h – preparing presentations<br><br>75h=3 ECTS  |
| <b>Teacher</b>   | Łukasz Kubisz-Muła, PhD   |
| <b>The aims of the course (maximum 500 characters)</b>                       | The aim of the course is to provide an introduction to sociological explanations of political communication, types, ways of scrutinizing and relations between media and politicians as well  |
| <b>The content of the course: main topics and key ideas</b>                  | Definitions of political communication<br>Influence of political communication<br>Propaganda<br>Advertising<br>Presidential debates<br>Political Public Relations<br>Media and politics<br>Agenda-setting, agenda building  |
| <b>Didactics methods</b>   | Lecture, discussion   |
| <b>Course requirements</b>   | Presentation x 3, attendance  |
| <b>Literature (basic and supplementary)</b>                                  | Basic:<br>- Roger Cobb W. , Elder Charles D. , <i>The Politics of Agenda-Building: An Alternative Perspective for Modern Democratic Theory</i> , Journal of Politics, Vol. 33, 1971<br><br>- Lasswell Harold. D. , <i>The Theory of Political Propaganda</i> , The American Political Science Review, Vol. 21, No 3., 1927<br><br>- Lasswell Harold. D. , Blumenstock Dorothy, <i>The Volume of Communist Propaganda in Chicago</i> , Public Opinion Quarterly, Vol. 3, No. 1, 1939 |

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|   | <ul style="list-style-type: none"> <li>- Lynda Lee Kaid (Ed.), <i>Handbook of Political Communication Research</i>, 2004</li> <li>- Rhoads Kelton, <i>Propaganda Tactics and Fahrenheit 9/11</i>, workingpsychology.com</li> </ul> <p>Supplementary:</p> <ul style="list-style-type: none"> <li>- Abramowitz Alan I., <i>The impact of a presidential debate on voter rationality</i>, American Journal of Political Science, Vol. 22, 1978</li> <li>- Miller Arthur H., MacKuen Michael, <i>Learning About Candidates: The 1976 Presidential Debates</i>, Public Opinion Quarterly, Vol. 43, 1979</li> <li>- Noelle-Neumann Elisabeth, <i>The Spiral of Silence. A Theory of Public Opinion</i>, Journal of Communication, Vol. 24, 1974</li> <li>- Pfau Michael, <i>The subtle nature of presidential debate influence</i>, Argumentation and Advocacy, Vol. 38, 2002</li> <li>- Popkin Samuel L., <i>The Reasoning Voter. Communication and Persuasion in Presidential Campaigns</i>, 1991</li> </ul> |
| <p><b>The effects of the education</b></p> <ul style="list-style-type: none"> <li>- <b>knowledge</b></li> <li>- <b>skills</b></li> <li>- <b>social competences</b></li> </ul> | <p>knowledge: H1A_W03; H1A_W04<br/> skills: H1A_U03; H1A_U04<br/> social competences: H1A_K01</p>  |

Faculty of Management and Transport