# SYLLABUS

**REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027**
**ACADEMIC YEAR 2026/2027**

## 1. BASIC COURSE/MODULE INFORMATION

| | |
|---|---|
| Course/Module title | Political Communication Strategies |
| Course/Module code * | O8 |
| Faculty (name of the unit offering the field of study) | College of Humanities |
| Name of the unit running the course | Institute of Modern Languages |
| Field of study | Media, Visual and Social Communication |
| Qualification level | Bachelor's degree |
| Profile | general academic |
| Study mode | full-time |
| Year and semester of studies | Year 3, semester 5 |
| Course type | elective subsidiary |
| Language of instruction | English |
| Coordinator | Dr Donald Trinder |
| Course instructor | Dr Donald Trinder |

\* - as agreed at the faculty

## 1.1.Learning format – number of hours and ECTS credits

| Semester (no.) | Lectures | Classes | Laboratories | Seminars | Practical classes | Internships | others | **ECTS credits** |
|---|---|---|---|---|---|---|---|---|
| 5 | 30 | | | | | | | 2 |

## 1.2. Course delivery methods

- conducted in a traditional way

**1.3. Course/Module assessment** (exam, pass with a grade, pass without a grade)
- pass without a grade

## 2. PREREQUISITES

| none |
|------|

## 3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

### 3.1. Course/Module objectives

| O1 | To provide the students with a firm introduction to the concept of political communication and its historical basis |
|----|---------------------------------------------------------------------------------------------------------------------|
| O2 | To enable to the students to better understand the intricate nature of political communication |
| O3 | To provide the students with the skills necessary to recognise political communication in its vast array of forms |
| O4 | To familiarise the students with the methods and tools necessary to allow them to competently engage in the analysis of political communication |
| O5 | To engage the students with the general concept of political communication and provide them with an enduring positive attitude towards the subject |

### 3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

| Learning Outcome | The description of the learning outcome defined for the course/module | Relation to the degree programme outcomes |
|------------------|----------------------------------------------------------------------|-------------------------------------------|
| LO_01 | Students demonstrates a comprehensive understanding of key theoretical frameworks in political communication. | K_W05 |
| LO_02 | Students develops effective written and oral communication skills for political contexts, while demonstrating an understanding of audience dynamics and communication goals | K_U05 |
| LO_03 | Students will be able to critically analyse political messages conveyed through various media platforms, including traditional and digital media identifying differences in message construction and audience engagement strategies. | K_W05, K_U05 |
| LO_04 | Students will assess the effectiveness of political communication strategies in shaping public opinion, influencing voter behavior, and mobilizing support for political candidates or issues | K_U05 |

## 3.3. Course content (to be completed by the coordinator)

A. Lectures

| Content outline |
| --- |
| Propaganda in the Ancient World |
| The Church and Political Communication in Medieval Times |
| The Origins of the Press and its early use in Political Communication |
| The development of the election campaign in the 19th century in Britain and the USA |
| Wartime Propaganda, 1914-1918 |
| The impact of Radio, TV and Cinema on Political Communication |
| Nazi and Communist Propaganda between the wars |
| WWII with a special emphasis on the role of Hollywood |
| Cold War Political Communication 1945-1989 |
| Thatcher, Reagan and the use of advertising agencies in developing Political Communications - The rise of the Spin Doctors |
| The Internet |
| Trump, Brexit and psychometrics in modern Political Communication |
| Zelensky and the Social Media-based information war |

## 3.4. Methods of Instruction

Lecture with supporting multimedia presentation
Supplementary handouts and online exercises
Discussions

## 4. Assessment techniques and criteria

## 4.1 Methods of evaluating learning outcomes

| Learning outcome | Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes) | Learning format (lectures, classes,...) |
| --- | --- | --- |
| LO-01 | TEST | LECTURE |
| LO-02 | ESSAY | LECTURE |
| LO-03 | TEST, ESSAY | LECTURE |
| LO-04 | OBSERVATION DURING CLASSES | LECTURE |

**4.2 Course assessment criteria**

To pass the course, a student must:

- Obtain at least 60% on the final test. The test consists of 20 multiple-choice questions and covers topics discussed during the lecture.
- Present an independently written essay (1500 words), in which students are required to conduct a case study of political communication based on a provided list of guidelines. The text is evaluated based on its substantive content (reference to topics discussed during the lecture), as well as its linguistic and stylistic quality.

**5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits**

| Activity | Number of hours |
|---|---|
| Course hours | 30 |
| Other contact hours involving the teacher (consultation hours, examinations) | 6 |
| Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.) | 14 |
| Total number of hours | 50 |
| Total number of ECTS credits | 2 |

* one ECTS point corresponds to 25-30 hours of total student workload

**6. Internships related to the course/module**

| Number of hours | |
|---|---|
| Internship regulations and procedures | |

**7. Instructional materials**

Compulsory literature:
Kenski, Kate., & Jamieson, Kathleen. 2019. *Oxford Handbook of Political Communication*. OUP
McNair, Brian. 2018. *An Introduction to Political Communication*. Routledge

Complementary literature:

Epstein, Ben. 2018. *The Only Constant is Change: Technology, Political Communication and Change over Time*. OUP

Farkas, Xenia., & Bene Marton. 2021. *Images, Politicians and Social Media: Patterns and Effects of Politicians' Image-Based Political Communication Strategies on Social Media*. [in] The International Journal of Press/Politics 26(1)

Gilardi, Fabrizio., et al. 2021. *Social Media and Political Agenda Setting*. [in] Political Communication 39(1)

Kutlu, Asaman. 2018. *The Internet and Politics: Transformation of Political Communication*. [in] ICHRS 2018. University of Belgrade

Miller, Jerry., & McKerrow, Raymie. 2010. *History of Political Communication*. [in] The Review of Communication 10/2010

Rosillo-Lopez, Cristina. 2017. *Political Communication in the Roman World*. Brill

Tasente, Tanase. 2021. *The 4 Phases of Evolution of Political Communication Systems: From the Golden Age of Parties to the Golden Age of Users*. [in] Technium Social Sciences Journal 2(1)

Approved by the Head of the Department or an authorised person