Introduction to political communication
Educational subject description sheet

Basic information

Study programme Global Communication	**Didactic cycle** 2023/24
Speciality -	**Subject code** 09GLCS.120KP.02942.23
Organizational unit Faculty of Modern Languages and Literatures	**Lecture languages** English
Study level First-cycle programme	**Course type** Obligatory
Study form Full-time	**Block** Basic major subjects
Education profile General academic	

Subject coordinator	Joanna Puppel-Wobalis

Lecturer	Joanna Puppel-Wobalis

Period Semester 6	**Activities and hours** • Lecture: 30, Graded credit	**Number of ECTS points** 3

Goals

Code	Goal
C1	The course's aim is to apply public communication principles to the specific needs and goals of advocacy and political campaigns. Coursework explores major elements such as multimodal nature of political communication

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge – Student:			
W1	defines multimodal nature of political communication	GLC_K1_W05, GLC_K1_W08	Written colloquium, Oral colloquium, Multimedia presentation
W2	defines areas of political communication	GLC_K1_W05, GLC_K1_W08	Written colloquium, Oral colloquium, Multimedia presentation
W3	knows scientific works in the field of political communication	GLC_K1_W05, GLC_K1_W08	Written colloquium, Oral colloquium, Multimedia presentation
Skills – Student:			
U1	presents and compares terminology regarding principles, models and processes of political communication	GLC_K1_U01, GLC_K1_U02, GLC_K1_U07	Written colloquium, Oral colloquium, Multimedia presentation
U2	explains the place of research on political communication within linguistics and communication	GLC_K1_U01, GLC_K1_U02, GLC_K1_U07	Written colloquium, Oral colloquium, Multimedia presentation
U3	reads and understands scientific works in the field of political communication	GLC_K1_U01, GLC_K1_U02, GLC_K1_U07	Written colloquium, Oral colloquium, Multimedia presentation
Social competences – Student:			
K1	is open to learning communicative skills effectively through multiple modes across culturally and communicative diverse environments	GLC_K1_K01, GLC_K1_K02	Written colloquium, Oral colloquium, Multimedia presentation
K2	shows awareness of the role of individuals, institutions, and cultural values in intercultural communication competence.	GLC_K1_K01, GLC_K1_K02	Written colloquium, Oral colloquium, Multimedia presentation

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Political communication: origin of the concept	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
2.	Political communication: defining the concept	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
3.	Participants of a political communication process	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
4.	Multimodal nature of political communication: linguistic resources	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
5.	Multimodal nature of political communication: nonlinguistic resources	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
6.	Areas of political communication: rhetoric	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
7.	Areas of political communication: propaganda	W1, W2, W3, U1, U2, U3, K1, K2	Lecture

No.	Course content	Subject learning outcomes	Activities
8.	Areas of political communication: persuasion	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
9.	Areas of political communication: public relations	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
10.	Areas of political communication: political marketing	W1, W2, W3, U1, U2, U3, K1, K2	Lecture

Additional information

Activities	Teaching and learning methods and activities
Lecture	Lecture with a multimedia presentation of selected issues, Discussion, Demonstration and observation, Audio and/or video demonstrations

Activities	Credit conditions
Lecture	- knowledge of the recommended literature on the subject, - use of consultations, - the ability to present the knowledge acquired in the subject during a multimedia presentation, - the positive mark of colloquiums Grading scale: 92-100% - very good (5,0) 84 -91,9% - good plus (4,5) 76-83,9% - good (4,0) 68-75,9% - satisfactory plus (3,5) 60-67,9% - satisfactory (3,0) 0-59,9% - unsatisfactory (2,0)

Literature

Obligatory

1. Kenski, K and K.H. Jamieson (eds). 2014. The Oxford Handbook of Political Communication. Oxford Academic.
2. Semetko, H. A., and M. Scammell (eds). The SAGE Handbook of Political Communication. Sage Publishing

Calculation of ECTS points

Activities	Activity hours*
Lecture	30
Preparation for classes	20
Preparation of a multimedia presentation	25
Preparation for the assessment	15

Student workload	Hours 90

Number of ECTS points	ECTS 3

* academic hour = 45 minutes

Learning outcomes

Code	Content
GLC_K1_K01	The graduate is ready to constantly update and improve their knowledge, skills and competence in interpreting cultural-linguistic-communicative phenomena and using them effectively
GLC_K1_K02	The graduate is ready to adopt a critical attitude towards the assimilated knowledge and common opinions, consult experts
GLC_K1_U01	The graduate can use theoretical knowledge, research paradigms and conceptual and terminological apparatus appropriate to the field of study, i.e. knowledge of communicology, linguistics, literary studies, literary and cultural comparative studies and history, and use it to formulate, analyze and solve issues arising from communication
GLC_K1_U02	The graduate can properly analyze the causes and course of specific linguistic, literary-cultural, historical-social and communicative phenomena and processes, as well as their interconnection and interpenetration
GLC_K1_U07	The graduate can use communicative skills in oral and written form in the field of directional languages - English and Russian - at level B2+ of the Common European Framework of Reference for Languages
GLC_K1_W05	The graduate knows and understands connections of global communication with linguistics and literary studies and related areas, as well as basic concepts and issues in the study of the language, literature and cultural contexts of the Eastern Slavic language area
GLC_K1_W08	The graduate knows and understands the complex nature of communication and language and their complexity and variability