

Subject card

Subject name and code	Propaganda communication patterns, PG_00120757						
Field of study	History						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group				
Mode of study	full-time studies		Mode of delivery		e-learning		
Year of study	1		Language of instruction		Polish Język polski		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Visual Anthropology -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Wojsław				
	Teachers		dr hab. Jacek Wojsław				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 30.0						
	Additional information:						
	Problem-based lecture Analysis of critical events (Selected historical and contemporary case studies)						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		20.0	50
Subject objectives	The content and its presentation are designed to highlight the timeless threats to the functioning of democracy arising from the use of propaganda and manipulation in political communication. This is achieved through the analysis of both historical and contemporary case studies. An in-depth overview of the strategies, techniques, and methods used to manipulate the opinions and attitudes of individuals and masses. Focus on identifying similarities and differences in the construction of political messaging in mass media and on social media platforms, both in democratic and non-democratic states.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
					[SK4] test/exam - oral or written		

Subject contents	Political Communication (theoretical foundations): propaganda, political marketing and advertising, political public relations Means, methods, and propaganda strategies dominant in past and contemporary propaganda campaigns Similarities and differences in constructing political communication campaigns in non-democratic and democratic states Forms of mass political communication that support the development of democratic systems worldwide		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Participation and engagement in class activities	0.0%	5.0%
	Attendance in accordance with the University of Gdńsk study regulations	0.0%	15.0%
	Result obtained on the conducted at the end of the lecture series	0.0%	80.0%
Recommended reading	Basic literature	no	
	Supplementary literature	no	
	eResources addresses		
Example issues/ example questions/ tasks being completed	no		
Work placement	Not applicable		

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