

Subject card

Subject name and code	Propaganda communication patterns as a timeless threat to democracy, PG_00209939						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish Brak		
Semester of study	6		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Wojsław				
	Teachers						
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: 0.0						
	Additional information:						
	Problem-based lecture						
Critical incident analysis (selected past 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		0.0	30
Subject objectives	Selecting content and presentation methods in a way that allows highlighting the timeless threats to the functioning of democracy resulting from the use of propaganda, manipulation, and disinformation in political communication (analysis of past and present case studies)						
	Introducing strategies, techniques, and methods used to manipulate the views and attitudes of individuals and the masses						
	Drawing attention to the similarities and differences in constructing political messages in mass media and on social media platforms across democratic and non-democratic states						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_K02] He/she uses the acquired knowledge to solve cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	Is ready to solve cognitive and practical problems within the field of media and social communication sciences	[SK4] test/exam - oral or written
	[DZiKSL3_W09] He/she has knowledge of the types and genres of journalistic statements, understanding their application in practice.	Understands the role of various types and genres of journalistic discourse in mass political communication	[SW4] test/exam - oral or written
	[DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems.	able, using the acquired knowledge, to critically verify the truthfulness of a political message and the credibility of its source	[SU4] test/exam - oral or written
	[DZiKSL3_U02] He/she can describe, critically analyse, synthesise and evaluate the collected information, taking into account economic, philosophical, cultural, historical, political and sociological processes and phenomena relevant to the field of study.	Is able to describe, critically analyze, synthesize, and evaluate gathered information, taking into account processes and phenomena specific to media and social communication sciences	[SU4] test/exam - oral or written
	[DZiKSL3_W02] He/she has knowledge of trends and theories in media studies. He/she also knows the methods and techniques of media research.	Is able to characterize the main research theories and practices that allow describing mass political messaging in terms of its fairness (facts vs. lies)	[SW4] test/exam - oral or written
	[DZiKSL3_W05] He/she has knowledge of the history of media and journalism. He/she understands the functioning of processes, tools and factors influencing the contemporary functioning of media.	Knows basic historical facts regarding media history in the context of its use for propaganda activities	[SW4] test/exam - oral or written
Subject contents	Foundations of liberal democracy Political communication (theoretical framework): propaganda, manipulation, disinformation, political marketing and advertising, political public relations Propaganda tools, methods, tactics, and strategies dominating past and contemporary propaganda campaigns Similarities and differences in constructing political communication campaigns in democratic and non-democratic regimes		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	Nie dotyczy	
	Supplementary literature	Nie dotyczy	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.