

COURSE DESCRIPTION (Group C)

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to	Reg. No.
TPV3004	C	5	2012 09 01	2015 09 01	

Course type (compulsory or optional)	Compulsory
Course level (study cycle)	Undergraduate
Semester the course is delivered	5
Study form (face-to-face or distant)	Face-to-face

Course title in Lithuanian

POLITINĖ KOMUNIKACIJA

Course title in English

POLITICAL COMMUNICATION

Trumpa dalyko anotacija lietuvių kalba

Kursas atskleidžia studentams teorines, istorines, ideologines, politines, kritines ir praktines šiuolaikinės politinės komunikacijos prielaidas. Teorinės ir kritinės analizės, kritikos, diskusijų pagalba studentai įgyja žinias apie buvusius ir šiuolaikinius komunikacinius veiksmus, komunikacinį protą, viešosios nuomonės formavimą, propagandą, viešą diplomaciją ir jų įtaką demokratijos raidai. Studentai mokosi apie šiuolaikinius politinius procesus analizuodami tyrinėjimus, vadovėlius, politinę spaudą, politines kampanijas, naująsias medijas. Studentai tyrinėja santykius tarp viešojo diskurso ir vyriausybių, politinių partijų, politinių bendruomenių vaidmens. Studentai skaitydami literatūrą ir diskusijos nagrinėja įvairias politinės komunikacijos formas: interaktyvų bendravimą naujosiose medijose, poetines (literatūrinės), retorines, istorines, filosofines, intergralias tradicijas. Kursas aiškina kaip įvairios politinės komunikacijos formos, pvz., socialinė inžinerija, politinė reklama, propaganda, viešosios nuomonės formavimas, viešoji diplomacija keičia visuomenės raidą.

Dalyko anotacija anglų kalba

This course exposes students to theoretical, historical, ideological, political, critical and practical issues of modern political communication. Through theoretical and critical analysis, creative critique, discussions students gain knowledge of recent and current communicative actions, communicative reason, making of public opinion, propaganda, public diplomacy and their influence on development of democracy. Students learn about contemporary political processes through analysis of researches, handbooks, political press, political campaigns, new media. Students explore the relationship between public discourse and role of governments, political parties, political communities. Student readings and class discussions touch upon such diverse issues as the role of the new-media intercommunication, poetical (literal), rhetorical, historical, philosophical, integral traditions. This course examines how different forms of political communication as social engineering, political advertising, propaganda, public opinion making, public diplomacy change development of society.

Prerequisites for entering the course

Political Systems, Introduction to the Developmental Studies.

Course aim

Understanding and critique of contemporary forms of political communicative actions and their role in the development of political society.

Links between study programme outcomes, course outcomes and criteria of learning achievement evaluation

Study programme outcomes	Course outcomes	Criteria of learning achievement evaluation
Critically assess inter-relations between political figures, economic and business structures and the media in the political systems of developing countries.	Understanding of politics and development.	General political-philosophical understanding of nature of politics and relation to the communicative action
	Understanding of relation between developmental studies and analysis of theories of communicative action.	Analysis of the nature of communicative reason and relations with media engineering of thinking
	Understanding of development of political systems.	General interpretation of the origin of discursive formations and modes and the role of media.

	Studies of development of medias.	General understanding of differences of political classical and new media and roles.
	Understanding of development of political new medias.	Analysis of party political communication in new media.
	Studies of development of political new medias.	Understanding of political advertising and news management.
	Critique of relations between development of society and social engineering and propaganda.	Analysis of public opinion making.
	Analysis relations between development of society and social engineering and propaganda.	Critique of one dimensional propaganda
	Understanding of social-political development and relations to the public diplomacy.	Analysis of roles and principles of contemporary public diplomacy.
	Studies of role of censure and control systems in the development of society.	Analysis of forms of media controls and liberations.
	Critique of development of communicative society.	Studies of political communicative society.

Link between course outcomes and content

Course outcomes	Content (topics)
General political-philosophical understanding of nature of politicity and relation to the communicative action	Understanding politicity and the role of Communicative action. Theory of J. Habermass.
Analysis of the nature of communicative reason and relations with media engineering of thinking.	Differences and similarities between different forms of Reason: Pure, Practical, Communicative, Public. Media and producing and reproducing of collective schemes of thinking. Theories of J. Habermas and J. Rawls.
Critique of the origin of discursive formations and modes and the role of media.	Political power, political system and political formations. From Marx socio-economical formations to the M. Foucault discursive formations. Democracy and development of discursive alternatives and modes.
General understanding of differences of political classical and new media and roles.	Traditional political media and new-media: the growth of interactivity and growth of society self-government. The new-medias as political actors, the role of poetical (literal), visual, rhetorical, historical, integral communication.
Studies of party's political communication in new media.	History of party political communication in media. Contemporary electoral and other political activism in new-medias.
Understanding of political advertising and news management.	Political advertising and persuading. Making of discursive subjects and the process of media social engineering. Political broadcast and new medias. News management and news industries.
Analysis of public opinion making	Analysis of public engineering concepts development in the XX century: W. Lippmann, E. Bernays, H. Lasswell
Critique of one dimensional propaganda	Definition of forms of propaganda. Social, media engineering and propaganda. Propaganda and historical forms of masses.
Analysis of roles and principles of contemporary public diplomacy	Definition of public diplomacy in the horizon of political advertising, propaganda, public relations. Comparative history of public diplomacy. National branding activities as an example of contemporary public diplomacy.
Analysis of forms of media controls and liberations	Nature of open and hidden censure and discipline. Development of legal and self-control systems. Anti-systematic movements and media liberation processes.
Studies of political	Agregate democracy, deliberative democracy and agonal political

communicative society.	system. Otherness and multi-dimensions in political communicative society.
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Study (teaching and learning) methods

Presentations: Students are expected to give a short presentation (about 10 minutes) during the course.
Colloquium Paper. Students are expected to write 1 individual colloquium paper of approx. 5 pages in the mid of the course. **Research exam paper:** at the end of the course, students will write an individual research proposal (approx. 7 pages) or **Written exam.** **Participation.** The seminar requires active and informed participation of the students in class discussions. **Class Attendance:** Seminar attendance is mandatory.

Methods of learning achievement assessment

Lectures, seminars, colloquium, research exam paper or written exam, individual home works.

Distribution of workload for students (contact and independent work hours)

30 hours lectures, 15 work in groups, 15 paper work, 60 individual work.

Structure of cumulative score and value of its constituent parts

10 % participation, 10% presentation, 30 % colloquium paper, 50 % – research exam paper or written exam.

Recommended reference materials

No.	Publication year	Authors of publication and title	Publishing house	Number of copies in		
				University library	Self-study rooms	Other libraries
<i>Basic materials</i>						
1	2003	McNair Brian. An Introduction to Political Communication (Third edition).	London: Routledge		1	
2	2010	Foster Steven. Political communication.	Edinburg: Edinburg University Press		1	
3	2004	Handbook of political communicational research. Ed. By Lynda Lee Kaid	New Jersey: Lawrence Erlbaum Associates, Inc., Publishers.		1	
4	2007	James Stanyer. Modern Political Communication – Mediated Politics in Uncertain Times.	Cambridge: Polity Press		1	
4	1992	Political communication: Engineering Visions of Order in the Socialist World. Ed. By. Sarah Sanderson King and Donald P. Cushman	New York: State University of New York		1	
5	1987	Habermas Jurgen. Theory of Communicative Action: Reason and the rationalization of society.	Beacon Press		1	
	2007	The Diplomacy Reader. Ed. By J. Michael Waller.	Washington: Institute of World Politics Press		1	

Course programme designed by

Prof. dr. Gintautas Mažeikis