

COURSE DESCRIPTION (Group C)

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to	Reg. No.
KOM5023	C	6	2012.06.20	2014.06.20	

Course type (compulsory or optional)	Optional
Course level (study cycle)	Graduate
Semester the course is delivered	Autumn
Study form (face-to-face or distant)	Face-to-face

Course title in Lithuanian

Propagandos analizė

Course title in English

Propaganda Criticism

Short course annotation in Lithuanian (up to 500 characters)

Kurso metu tiriamos ir analizuojamos teorinės ir metodologinės propagandos, kontrapropagandos ir antipropagandos prielaidos, istorinės ir šiuolaikinės propagandos formos, mokomasi analizuoti ilgalaikę, trumpalaikę ir mikropropagandą. Iš klausęs kursą studentas gebės analizuoti ir planuoti bendruomeniškai ar valstybės požiūriu reikšmingą institucinį įtikinėjimą ir socialinės inžinerijos veiksmus, suvoks socialinės reklamos funkcijas, gebės kritikuoti propagandos subjekto sąmoningumą. Kursas skiria dėmesį komunikacinių režimų, žinojimo disciplinos, diskurso galios, demaskavimo, informacinio saugumo, demitologizavimo, dekonstrukcijos ir kitoms antipropagandos praktikoms.

Short course annotation in English (up to 500 characters)

The aim of the course is to study theoretical and methodological preconditions and theories of historical forms and modern propaganda, counter-propaganda, anti-propaganda and to learn analyze long term, short term and micro propaganda actions. After completing of this course student will be able to analyze and plan community and state important propaganda, institutional persuasion, social engineering, control of communicational processes, discussed social advertisement, make critique of consciousness of propaganda subjects, brain-washing and manipulative actions. The course will pay attention to the communication regimes, disciplines of knowledge, power of discourses, informational security, actions of unmasking, demythologization, deconstruction and others antipropaganda practices.

Prerequisites for entering the course

“Media in Modernity”, “Communication and Media Philosophy”

Course aim

The aim of the course is to study theoretical and methodological preconditions and theories of historical forms and modern propaganda and to learn analyze long term and short term propaganda actions.

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

Study program outcomes	Course outcomes	Criteria of learning achievement evaluation
To explore the processes within media and public space on the national and international levels and to assess them in a broader socio-cultural, economic, political and historical context.	To introduce the notion of propaganda and it's various techniques and relations to literature, cinema, history writing, imaginary institutions and societies, social engineering, social advertisement, anti-propaganda.	Analytical thinking on persuasion and criticism, tolerance to the different symbolical words and their advocacy in public sphere; practical skills in critical paper writing.
To evaluate transformations of media systems in the context of globalization and mediatization, analyzing the information content, audiences, technology, and organizations.	To develop skills in analysis of propaganda, ideological discourses, PR actions, master skills in construction and deconstruction of methodical persuasion, capacities for subjectivation and desubjectivation, institutionalization and deinstitutionalization.	

Link between course outcomes and content

Course outcomes	Content (topics)
To introduce the notion of propaganda and	1. Historical (until XX century), classical (XX century) and

it's various techniques and relations to literature, cinema, history writing, imaginary institutions and societies, social engineering, social advertisement, anti-propaganda.	contemporary forms of propaganda.
	2. Different techniques of persuasion I: media and new media, rhetoric, repressive systems, economical and military persuasion.
	3. Different techniques of persuasion II: contemporary advertisement, and PR.
	4. Propaganda for religious, ideological and totalitarian purposes.
	5. Propaganda as means for public conquest of different communities, groups of interests, states and political parties.
	6. Contemporary propaganda as an instrument of social engineering in democratic world for education, motivation and mobilization purposes.
	7. Historical outlook: Religious propaganda in the New Ages, American revolution and France revolution propaganda, propaganda in the period of I and II World Wars, Nazi propaganda, Soviet propaganda, and American propaganda.
	8. Persuasion in contemporary political and informational wars.
	9. Institutional persuasion in the era of social networks.
To develop skills in nanalysis of propaganda, ideological discourses, PR actions, master skills in construction and deconstruction of methodical persuasion, capacities for subjectivation and desubjectivation, institutionalization and deinstitutionalization.	10. Instruments of propaganda criticism: critics of symbolical forms of thinking, social alienation, ideological and substituted thinking, and coercive institutionalization.
	11. Philosophical criticism on wrong consciousness, spectacle society, cultural and creative industries.
	12-15. Case study analysis.

Study (teaching and learning) methods

Lectures and seminars: seminars consist of students' presentations and team work; independent study between seminars.

Methods of learning achievement assessment

Reading research projects, observation of oral presentations, reading peer reviews.

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

Lectures – 30 hours, seminars – 15 hours, group work – 15 hours, homework – 40 hours, self-preparation for seminars, midterm and final exams – 60 hours. Total: 160 hours.

Structure of cumulative score and value of its constituent parts

Mid-term examination – 20%, student's homework –30%, final examination – 50%.

Recommended reference materials

No.	Publication year	Authors of publication and title	Publishing house	Number of copies in		
				University library	Self-study rooms	Other libraries
Basic materials						
1.	2010	G. Mažeikis. <i>Propaganda ir simbolinis mąstymas.</i>	VDU leidykla	5	1	-
2.	1991	Pratkanis, A.R., Aronson, E. 1991. <i>Age of Propaganda. The Everyday Use and Abuse of Persuasion.</i>	W. H. Freeman and Company	1	1	-
3.	2004	O'Shaughnessy N.J. 2004. <i>Politics and Propaganda.</i>	Manchester University Press	1	1	-
4	1997	Clark, T. <i>Art and Propaganda in the Twentieth Century.</i>	Perspectives	1	1	-
5.	1998	Page, C. <i>U.S. Official Propaganda During the Vietnam War, 1965 – 1973.</i>	Leicester University Press	1	1	-
6.	1995	Balfour, M. 1979. <i>Propaganda in War 1939 – 1945.</i>	Routledge	1	1	-
7.	2000	Ellul, J. <i>Propaganda.</i>	Vintage Books	1	1	-

		<i>The Formation of Men's Attitudes.</i>				
<i>Supplementary materials</i>						
8.	1987	Habermas, Jürgen, <i>The Theory of Communicative Action.</i>	Beacon Press			

Course program designed by

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