Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2026/2027

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Political Communication Strategies
Course/Module code *	o8
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelors degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 3, semester 5
Course type	elective subsidiary
Language of instruction	English
Coordinator	Dr Donald Trinder
Course instructor	Dr Donald Trinder

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
5	30							2

1.2. Course delivery methods

- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)

- pass without a grade

2. PREREQUISITES

none

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	To provide the students with a firm introduction to the concept of political communication and its historical basis
O2	To enable to the students to better understand the intricate nature of political communication
O3	To provide the students with the skills necessary to recognise political communication in its vast array of forms
O4	To familiarise the students with the methods and tools necessary to allow them to competently engage in the analysis of political communication
O5	To engage the students with the general concept of political communication and provide them with an enduring positive attitude towards the subject

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	Students demonstrates a comprehensive understanding of key theoretical frameworks in political communication.	K_W05
LO_02	Students develops effective written and oral communication skills for political contexts, while demonstrating an understanding of audience dynamics and communication goals	K_U05
LO_03	Students will be able to critically analyse political messages conveyed through various media platforms, including traditional and digital media identifying differences in message construction and audience engagement strategies.	K_W05, K_U05
LO_04	Students will assess the effectiveness of political communication strategies in shaping public opinion, influencing voter behavior, and mobilizing support for political candidates or issues	K_U05

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline
Propaganda in the Ancient World
The Church and Political Communication in Medieval Times
The Origins of the Press and its early use in Political Communication
The development of the election campaign in the 19th century in Britain and the USA
Wartime Propaganda, 1914-1918
The impact of Radio, TV and Cinema on Political Communication
Nazi and Communist Propaganda between the wars
WWII with a special emphasis on the role of Hollywood
Cold War Political Communication 1945-1989
Thatcher, Reagan and the use of advertising agencies in developing Political Communications - The rise of the Spin Doctors
The Internet
Trump, Brexit and psychometrics in modern Political Communication
Zelensky and the Social Media-based information war

3.4. Methods of Instruction

Lecture with supporting multimedia presentation
Supplementary handouts and online exercises
Discussions

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-01	TEST	LECTURE
LO-02	ESSAY	LECTURE
LO-03	TEST/ESSAY	LECTURE
LO-04	OBSERVATION DURING DISCUSSIONS	LECTURE

4.2 Course assessment criteria

End of semester test and an essay of up to 1,500 words in which the students will have to conduct a case study of Political Communication based on a provided list of prompts.

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	30
Other contact hours involving the teacher (consultation hours, examinations)	5
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	15
Total number of hours	50
Total number of ECTS credits	2

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: Kenski, Kate., & Jamieson, Kathleen. 2019. *Oxford Handbook of Political Communication*. OUP McNair, Brian. 2018. *An Introduction to Political Communication*. Routledge

Complementary literature:

Epstein, Ben. 2018. *The Only Constant is Change: Technology, Political Communication and Change over Time*. OUP

Farkas, Xenia., & Bene Marton. 2021. *Images, Politicians and Social Media: Patterns and Effects of Politicians' Image-Based Political Communication Strategies on Social Media*. [in] The International Journal of Press/Politics 26(1)

Gilardi, Fabrizio., et al. 2021. *Social Media and Political Agenda Setting*. [in] Political Communication 39(1)

Kutlu, Asaman. 2018. *The Internet and Politics: Transformation of Political Communication*. [in] ICHRS 2018. University of Belgrade

Miller, Jerry., & McKerrow, Raymie. 2010. *History of Political Communication*. [in] The Review of Communication 10/2010

Rosillo-Lopez, Cristina. 2017. *Political Communication in the Roman World*. Brill

Tasente, Tanase. 2021. *The 4 Phases of Evolution of Political Communication Systems: From the Golden Age of Parties to the Golden Age of Users*. [in] Technium Social Sciences Journal 2(1)

Approved by the Head of the Department or an authorised person