

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	Persuasive Communication				
Course code (LAIS):	KomZ5024				
Study programme:	Strategic Communication and Governance/Media and Information Literacy				
Type of Study Program	<input checked="" type="checkbox"/> Master program				
Type of Study course:	<input checked="" type="checkbox"/> Compulsory course (Part A)				
	<input type="checkbox"/> Professional specialization courses (Part B, compulsory)				
	<input type="checkbox"/> Professional specialization optional courses (Part B, optional)				
	<input type="checkbox"/> Elective courses (Part C)				
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	4	6	160	48	112
Course Author/ Tutor:	Dr. hist. Gatis Krumiņš, assistant professor;				
	Dr. sc. comm. Solvita Denisa-Liepniece, assistant professor				
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	Consultation: according to the schedule of each semester				
Course Form:	Full time studies				
Study year, semester:					
Language:	Latvian/ English				
Prerequisites for the Course:	No				
Course Summary:	<p>The aim of the course is to show the development of propaganda research and propaganda influence, the role of technologies in techniques of persuasion in different periods. The course is focused on the key role of this concept in the development of communication science and on practical usage of instruments (especially in the 20th century) within political communication. One of the elements of the course is forecasting development of propaganda. Students learn also about the tools and methods for carrying out digital content analysis, as well as become familiar with initiatives aiming to develop and improve the digital forensics. The course also gives an overview about the social media usage patterns in Latvia.</p>				
Course Methods, including description of the organization of students' individual work and tasks:	Lectures, practical work, group work, presentations, discussion, film analysis.				
Assessment:	<ul style="list-style-type: none"> - 60% of the grade – individual work (1st part); - 20% of the grade - Fact checking seminar (2nd part) - 20% of the grade – group work, tool workshop and presentation (alternative for students not present at the workshop – written report instead of presentation) - Participation in the seminars (at least 80% presence). 				
Requirements for Credits and Criteria for Assessing the Course Results:	<p>-Students e must prepare and submit all study papers within the deadlines specified.</p> <p>- In order to successfully complete the study course, all individual and group work must be submitted and they should receive a positive assessment (at least 4 points)</p> <p>Practical workshops will be assessed by justification of the chosen subject, suitability of literature sources, reasoning and analytical analysis of the arguments and conclusions made. Practical workshops will be assessed on pass/failed basis.</p>				
Course Contents:	<p>Propaganda and persuasion – theoretical and methodological framework</p> <p>Approaches towards persuasion before the WWI (from Ancient times to the beginning of the 20th century)</p> <p>Beginning of modern world of propaganda (the WWI, early Soviet and Nazi propaganda, approaches in authoritarian and democratic countries around the world)</p> <p>The WWII (escalation of propaganda, techniques of persuasion in occupied territories and home countries, disinformation about events on the war (including fake news), disinformation tools and techniques.</p>				

	<p>The Cold War (concepts of Soviet propaganda for Soviet controlled territories and other countries, "Western" values, post-colonial world, new concepts in different regions and countries)</p> <p>Propaganda and trans-media storytelling in the 21st century.</p> <p>Digital activism</p> <p>Fact checking – tools and methods.</p> <p>Social media research, with a special focus on pre-electoral content research.</p>	
<p>Abiding by the Academic Ethics</p>	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</p>	
<p>Learning Outcomes; the evaluation methods and criteria</p>	<p>Learning Outcomes</p>	<p>The evaluation methods and criteria</p>
<p>Knowledge</p>		
<p>Knowledge of the role of propaganda and persuasion;</p>		<p>Seminars</p>
<p>Knowledge of historical examples of propaganda, including the WWI, the WWII and the Cold War;</p>		<p>Seminars</p>
<p>Knowledge about digital activism and social media research. Uses of social media during pre-electoral campaigns.</p>		<p>Seminars, Practical tool workshop</p>
<p>Skills to carry out geo-location search</p>		<p>Individual work</p>
<p>Skills to carry out fact checking and visual analysis</p>		<p>Individual work</p>
<p>Skills</p>		
<p>Ability to analyse a propagandistic message and the impact of propaganda and persuasion based techniques.</p>		<p>Workshop</p>
<p>Competency</p>		
<p>Critical engagement in methodological questions, ability to set goals of the analysis; Being able to critically reflect on modern propaganda.</p>		<p>Seminars</p>
<p>Competency to choose between various social media research tools and carry out narrative analysis</p>		<p>Individual work</p>
<p>Course Compulsory literature:</p>	<p>Garth Jowett and Victoria O'Donnell, <i>Propaganda and Persuasion</i>. Newbury Park: Sage Publications, 2014. (6th edition)</p> <p>Hannah Arendt. <i>The Origins of totalitarianism</i>. 1976. (or any other edition)</p> <p>Lawrence Freedman. <i>Strategy: A History</i>. NY: Oxford University Press. 2013.</p> <p>Nick Newman, (2019). <i>Journalism, Media, and Technology trends and Predictions</i>. Reuters Institute for the Study of Journalism. (https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2019-01/Newman_Predictions_2019_FINAL_2.pdf)</p> <p>(2018). <i>Disinformation and 'fake news': Interim Report</i>. House of Commons. Digital,</p>	

	<p>Culture, Media and Sport Committee.</p> <p>Tova Benski, Eran Fisher (eds). (2014). <i>Internet and Emotions</i>. Routledge studies in science, technology and society.</p> <p>Digital Forensic tools - Bellingcat.</p> <p>https://docs.google.com/document/d/1BfLPJpRtyq4RFtHJoNpvWQjmGnyVkfE2HYoICKOGguA/edit</p>
Course additional literature:	<p>Jonathan Auerbach and Russ Castronovo (eds.), <i>The Oxford Handbook of Propaganda Studies</i>, Oxford University Press, 2013.</p> <p>Nicholas J. O'Shaughnessy. <i>Politics and Propaganda: weapons of mass seduction</i>, Manchester University Press, 2004.</p> <p>Daniel J. O'Keefe, <i>Persuasion</i>, Sage Publications, 2015.</p> <p>Risso Linda. <i>Propaganda and Intelligence in the Cold War</i>. The NATO information service, Routledge, 2014.</p> <p>Samuel Huntington. <i>Clash of Civilizations and the Remaking of World Order</i>. NY: Simon & Schuster, 2007.</p> <p>Zbigniew Brzezinski. <i>The Geostrategic Triad: Living with China, Europe, and Russia</i>. Washington: Center for Strategic and International Studies, 2001.</p> <p>Kaspars Zellis. <i>Ilūziju un baiļu mašīnērija</i>. Rīga: Mansards, 2012. (in Latvian)</p>
Course confirmation date:	December 11, 2019.
Date of course description update:	

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	Propaganda and persuasion – theoretical and methodological framework	6	10	Lecture, Workshop
	Approaches towards persuasion before the WWI (from Ancient times to the beginning of the 20th century)	4	10	Lecture
	Beginning of modern world of propaganda (the WWI, early Soviet and Nazi propaganda, approaches in authoritarian and democratic countries around the world)	4	10	Lecture
	The WWII (escalation of propaganda, techniques of persuasion in occupied territories and home countries, disinformation about events on the war (including fake news), disinformation tools and techniques.	4	5	Lecture, workshop
	The Cold War (concepts of Soviet propaganda for Soviet controlled territories and other countries, "Western" values, post-colonial world, new concepts in different regions and countries)	4	5	Lecture, Report
	Propaganda and trans-media storytelling in the 21st century	4	16	Lecture, Seminar
	Social media research	1	10	Lecture, Seminar

	OSINT instruments	3	10	Lecture, Seminar
	OSINT instruments	8	10	Lecture, Seminar
	OSINT instruments	1	8	Lecture, Seminar
	Elections and social media	2	8	Lecture, Seminar
	Post-demography and social media	2	2	Lecture, Seminar
	Video manipulations, deep fake	4	2	Seminar, workshop
	Tool Workshop	3	6	Tool workshop
	<i>Hours total:</i>	48	112	