COURSE DETAIL

PROPAGANDA STUDIES
Country France
Host Institution University of Bordeaux
Program(s) University of Bordeaux
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Political Science Communication
UCEAP Course Number 107
UCEAP Course Suffix
UCEAP Official Title PROPAGANDA STUDIES
UCEAP Transcript Title PROPAGANDA STUDIES
UCEAP Quarter Units 3.50
UCEAP Semester Units 2.30

Course Description

This course presents and discusses contemporary new propaganda techniques and their applications in various political and national conditions. It introduces the basic concepts of classic propaganda, beginning with an explanation of the classic definitions, and continues with the recent studies in which propaganda is identified as non-consensual, not informed, and/or not free organized persuasive communication. The course covers the history of propaganda using the perspectives of both war and peace times, including the establishment of the influential department of the Curia in Catholic Church in 1622 (Propaganda Fide), the 20th century phenomena of fascist and communist propaganda, as well as more recent information warfare and hybrid wars in Eastern Europe, the Middle East, and Africa. Propaganda techniques are analyzed using the examples of, among others, the information-psychological operations from Russia and the American public diplomacy. Additionally, the propaganda operations that accompanied the military conflicts in Middle East and North Africa are covered. The course discusses the role of the traditional and new media, especially social media, in propaganda wars, as well as the relationship between marketing, public relations, and propaganda.

Language(s) of Instruction
English

Host Institution Course Number

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PROPAGANDA STUDIES

Host Institution Course Details
https://www.sciencespobordeaux.fr/en/international-students-and-programs/englis...

Host Institution Campus
SCIENCES PO BORDEAUX

Host Institution Faculty

Host Institution Degree English Exchange
Host Institution Department
Course Last Reviewed 2021-2022

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