

# 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**

### **Host Institution Course Title**

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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