COURSE DETAIL

PROPAGANDA AND PERSUASION

Country
France

Host Institution
Institut d'Etudes Politiques (Sciences Po)

Program(s)
Sciences Po Paris

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Political Science History Communication

UCEAP Course Number
102

UCEAP Course Suffix
W

UCEAP Official Title
PROPAGANDA AND PERSUASION

UCEAP Transcript Title
PROPGNDA & PERSUASN

UCEAP Quarter Units
4.50

UCEAP Semester Units

3.00

Course Description

This course examines the definition of propaganda and the persuasion of the masses in the contemporary world. It relies on several disciplines (history, communication, sociology, political sciences, social psychology, art history, and neuroscience) and puts into perspective the evolution of propaganda and persuasion from the "age of paper" through the "digital age." Students analyze a multitude of platforms (text, fixed images, animated images, sound, objects, and monuments) by using both a theoretical and empirical approach. Along with a methodology of writing and presentation, this course explores critical analysis in a global perspective and techniques of forming public opinion.

Language(s) of Instruction
French

Host Institution Course Number
CHIS 25F06

Host Institution Course Title
PROPAGANDE ET PERSUASION DE MASSE

Host Institution Course Details
https://syllabus.sciencespo.fr/fr/?202210/218229

Host Institution Campus

Host Institution Faculty

Host Institution Degree
Seminar

Host Institution Department
History

Course Last Reviewed

2022-2023

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