

# 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 Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

Seminar

### **Host Institution Department**

History

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