

COURSE OFFERED

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| Name of the course | Polish | Komunikowanie Polityczne |
| | English | Political Communication |

1. LOCATION OF THE COURSE OF STUDY WITHIN THE EDUCATION SYSTEM

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| 1.1. Section ¹ | Social Sciences |
| 1.2. Discipline ² | Political and Administrative Sciences |
| 1.3. Type of education | Full-time studies |
| 1.4. Level of education | Doctoral school |
| 1.5. Person preparing the course description | Aleksandra Kuształ PhD |
| 1.6. Contact | aleksandra.kusztal@ujk.edu.pl |

2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

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| 2.1. Type of course ³ | Specialized subject in the discipline |
| 2.2. Language of the course | English |

3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

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| 3.1. Type of classes⁴ | | Lecture |
| 3.2. The number of hours⁵ | | 15 |
| 3.3. Location of classes | | UJK classrooms. |
| 3.4. Type of assessment | | Credit with the grade. |
| 3.5. Didactic methods | | Conversational lecture with multimedia/film presentation. |
| 3.6. Literature | basic | McNair B., <i>Introduction to Political Communication</i> , Taylor & Francis, London - New York 2025 (eBook EPUB). |
| | supplementary | Kaid L. L. (ed.), <i>Handbook of Political Communication Research</i> , Routledge, Oxfordshire 2004. Kenski K., Hall Jameson K. (ed.), <i>The Oxford Handbook of Political Communication</i> , Oxford University Press, Oxford 2019. |

4. OBJECTIVES, SYLLABUS CONTENT AND INTENDEND LEARNING OUTCOMES

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| 4.1. Course objectives (including the form of classes) Lecture C01 Familiarising doctoral students with the essence, principles and basic theoretical concepts of political communication. |
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¹ Section of Humanities:, Social Sciences, Section of Exact and Natural Sciences, Section of Medical and Health Sciences, Section of Arts.

² History,Linguistics, Literary Studies, Medical Sciences, Health Sciences, Political and Administrative Sciences, Legal Sciences, Security Sciences, Pedagogy, Communication and Media Studies, Management and Quality Studies, Biological Sciences, Chemical Sciences, Physical Sciences, Earth and related Environmental Sciences, Visual Arts and Artwork Conservation, Musical Arts.

³ General courses, domain specific subjects in the section, disciplinary subjects in the sections, specialized subjects in the discipline.

⁴ Classes, lecture, seminar.

⁵ Consistent with the education program at the Doctoral School
Jan Kochanowski University in Kielce.

C02 Introducing doctoral students to the main models and channels of political communication and their links with political systems and types of political discourse.

C03 Introducing doctoral students to the phenomenon of the mediatisation of politics and its consequences, together with a critical analysis of this phenomenon.

4.2. Syllabus content

1. Politics and communication - essence, definitional issues, mutual relations. Political communication as subject of scientific reflection.
2. Classical theories of communication. Models of the communication process.
3. Actors, principles and institutions of political communication.
4. Political communication and political marketing.
5. The influence of the media on society: the concept and forms of social influence. The influence of the media on political beliefs, attitudes and behaviour. Media as a source of social proof of legitimacy.
- 6 Public debate. Language of contemporary political statements. Political communication culture.
7. Functions and formation of public opinion. Polls in political communication.
8. Media image management – case studies.

5. SUBJECT LEARNING OUTCOMES

| Learning outcomes | A doctoral student who has passed the subject: | Reference to the learning outcomes of Doctoral School (according to the training program at the Doctoral School) |
|----------------------------------|---|--|
| in the area of KNOWLEDGE: | | |
| W01 | The doctoral student has an extended knowledge of political communication in the sphere of its theoretical foundations, evolution, basic and specific issues and the latest trends and developments in this area of knowledge and in the sphere of innovative communication research. | SD_W01 |
| W02 | The doctoral student has an advanced knowledge of the main developmental trends in the field of political communication and knows how to relate them to his/her chosen research topic and ongoing scientific projects. | SD_W02 |
| W03 | The doctoral student has an in-depth knowledge of the formulation of current, relevant and original problems in the field of political communication, in English, with particular emphasis on the use of this subject matter for the preparation of the dissertation, publications, conference presentations. | SD_W07 |
| in the area of SKILLS: | | |
| U01 | The doctoral student can define the purpose and object of research conducted in the space of political | SD_U01 |

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| | communication and to plan a project work in this field, as well as to formulate research problems, questions and hypotheses related to this area of knowledge, including for the purposes of publications and conference presentations. | |
| U02 | The doctoral student is able to use knowledge from other scientific disciplines (e.g. communication sciences), to identify and formulate complex problems in the field of political communication and to solve them in an original way, as well as to carry out practical research and design tasks related to issues in the field of political communication and political communication. | SD_U03 |
| U03 | The doctoral student can speak and write fluently in English in the area of research and design issues in political communication, including for publications and conference presentations. | SD_U07 |
| in the area of SOCIAL COMPETENCE: | | |
| K01 | The doctoral student is able to plan and act effectively to undertake activities for the commercialisation of research in the field of political communication and political communication (communication strategies, communication consultancy, crisis communication, election campaigns). | SD_K04 |

6. METHODS OF ASSESSMENT OF THE INTENDED LEARNING OUTCOMES

| SUBJECT LEARNING OUTCOMES | METHOD OF ASSESSMENT (+/-) | | | | | | | | | | | | | | |
|---------------------------------|----------------------------|---|---|---------------------|---|---|---------------------|---|---|---------------------|---|---|---------------------|---|---|
| | Oral/written exam | | | Kolokwium | | | Project | | | activity in class | | | Own work | | |
| | The type of classes | | | The type of classes | | | The type of classes | | | The type of classes | | | The type of classes | | |
| | L | C | S | L | C | S | L | C | S | L | C | S | L | C | S |
| W01 | | | | | | | + | | | | | | | | |
| W02 | | | | | | | + | | | | | | | | |
| W03 | | | | | | | + | | | | | | | | |
| U01 | | | | | | | + | | | | | | | | |
| U02 | | | | | | | + | | | | | | | | |
| U03 | | | | | | | + | | | | | | | | |
| K01 | | | | | | | + | | | | | | | | |

7. CRITERIA OF ASSESSMENT OF THE INTENDED LEARNING OUTCOMES

| Form of classes | Grade | Criterion of assessment |
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| Lecture ⁶ (L) | 3,0 | Obtain from the assessment of the project - multimedia presentation, a score between 51-60%. |

⁶ Niepotrzebne usunąć.

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| | 3,5 | Obtain from the assessment of the project - multimedia presentation, a score between 61-70%. |
| | 4,0 | Obtain from the assessment of the project - multimedia presentation, a score in the range 71-80%. |
| | 4,5 | Obtain from the assessment of the project - multimedia presentation, scores in the range 81-90%. |
| | 5,0 | Obtain from the assessment of the project - multimedia presentation, scores between 91-100%. |

Accepted for execution

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