

COURSE OFFERED

Name of the course	Polish	Dezinformacja / Misinformacja / Malinformacja
	English	Disinformation / Misinformation / Malinformation

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

1.1. Section ¹	Social Sciences
1.2. Discipline ²	Political and Administrative Sciences
1.3. Type of education	Stationary
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

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

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

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.

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	knows and understands, to a degree that allows for a revision of existing paradigms, the world's achievements, including theoretical foundations and general issues as well as selected specific issues, relevant to the given scientific discipline in which he/she prepares his/her doctoral dissertation, especially in the sphere of communication	SD_W01
W02	knows and understands the main development trends of the scientific disciplines in which the education takes place, related to the research topic being conducted	SD_W02
W03	knows and understands the fundamental dilemmas of contemporary civilization, including formulating important, current and unresolved problems in the field of science in which he/she is training, especially in the discipline in which he/she is preparing his/her doctoral dissertation, including in a foreign language	SD_W07
in the area of SKILLS:		
U01	is able to define the purpose and subject of scientific research, formulate research hypotheses within the discipline in which he/she is preparing his/her doctoral	SD_U01

	dissertation and critically analyse and evaluate the results of scientific research, expert activity and other creative works and their contribution to the development of knowledge	
U02	is able to use knowledge from various fields of science to creatively identify, formulate and innovatively solve complex problems or perform research tasks, especially in the area of political communication	SD_U03
U03	is able to use a foreign language at level B2 of the Common European Framework of Reference for Languages to a degree that allows participation in an international professional or scientific environment	SD_U07
in the area of SOCIAL COMPETENCE:		
K01	is ready to think and act in an entrepreneurial manner	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			Group work			Others					
	The type of classes			The type of classes			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	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
Lecture (L) ⁶	3,0	Obtain from the assessment of the project - multimedia presentation, a score between 51-60%.
	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%.

⁶ Niepotrzebne usunąć.

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