University of Gdańsk

Subject card

Subject name and code	Propaganda communication patterns, PG_00120757		
Field of study	History		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2025/2026
Education level	Bachelor's studies	Subject group	
Mode of study	full-time studies	Mode of delivery	e-learning
Year of study	1	Language of instruction	Polish Język polski
Semester of study	2	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Visual Anthropology -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Jacek Wojsław	
	Teachers	dr hab. Jacek Wojsław	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	0.0	0.0	0.0	0.0	30

E-learning hours included: 30.0

Additional information:

Problem-based lecture

Analysis of critical events (Selected historical and contemporary case studies)

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	30	0.0	20.0	50

Subject objectives

The content and its presentation are designed to highlight the timeless threats to the functioning of democracy arising from the use of propaganda and manipulation in political communication. This is achieved through the analysis of both historical and contemporary case studies.

An in-depth overview of the strategies, techniques, and methods used to manipulate the opinions and attitudes of individuals and masses.

Focus on identifying similarities and differences in the construction of political messaging in mass media and on social media platforms, both in democratic and non-democratic states.

Learning outcomes

Course outcome	Subject outcome	Method of verification
		[SK4] test/exam - oral or written

<table>
<tr><td>Subject contents</td><td>Political Communication (theoretical foundations): propaganda, political marketing and advertising, political public relations

Means, methods, and propaganda strategies dominant in past and contemporary propaganda campaigns

Similarities and differences in constructing political communication campaigns in non-democratic and democratic states

Forms of mass political communication that support the development of democratic systems worldwide</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Participation and engagement in class activities</td><td>0.0%</td><td>5.0%</td></tr>
<tr><td>Attendance in accordance with the University of Gdńsk study regulations</td><td>0.0%</td><td>15.0%</td></tr>
<tr><td>Result obtained on the conducted at the end of the lecture series</td><td>0.0%</td><td>80.0%</td></tr>
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<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>no</td></tr>
<tr><td>Supplementary literature</td><td>no</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>no</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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