

АННОТАЦИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ

Политические коммуникации (Political Communication)

наименование дисциплины

Автор: Доцент кафедры, к.п.н. Поликанов Д.В.

Код и наименование направления подготовки, профиля: 38.04.02 Менеджмент, направленность «Стратегические коммуникации: государство и бизнес. Международная англоязычная магистратура»

Квалификация (степень) выпускника: Магистр

Форма обучения: Очная

Цель освоения дисциплины:

| Код компетенции | Наименование компетенции | Код этапа освоения компетенции | Наименование этапа освоения компетенции |
|-----------------|---|--------------------------------|--|
| УК ОС-1 | Способность применять критический анализ и системный подход для решения профессиональных задач | УК ОС-1.2 | Способность к синтезу. |
| ДПК-3 | Способность планировать и организовывать работу органа публичной власти, разрабатывать организационную структуру, адекватную стратегии, целям и задачам, внутренним и внешним условиям деятельности органа публичной власти, осуществлять распределение функций, полномочий и ответственности между исполнителями | ДПК-3.2 | Способность организовывать простые и более сложные системы и организации |

План курса:

| № | Наименование темы | Содержание |
|--------|---|--|
| Тема 1 | Political communication in the system of modern politics and political management | The subject of political communication. Basic concepts of political communication: communication, politics, power, political communication, socio-political technologies, the subjects of the form of political communication. Information and communication processes in the political space. The main theoretical approaches to the analysis of information and communication processes. Nature and types of information and communication political processes. Information as a political resource. The role of political communication in society and its main functions. Levels of political communication: vertical and horizontal. Types of political communication are direct and indirect, auditory, visual and audiovisual, verbal and non-verbal. |
| Тема 2 | Political communication technology | Political communication campaign. Receptions and methods of political communication. Channels and means of political communication. Political communication in election campaigns. Mobilization as a form of political communication/ |
| Тема 3 | Political infosphere | Rationalization and symbolization of political and management information. Verbal and non-verbal structures in political information. Features of information and communication processes and technologies in a political crisis. Semantic, technical and inflationary levels of information and communication processes. Specific technical and social channels and noise. Virtualization of policy space and political hyper-reality. |
| Тема 4 | Mass information and communication system | The concept and distinctive properties of the mass information and communication system. A special type of information dissemination. The main approaches to the characterization of the mass information and communication political system and its evaluation. Structural and functionalist approaches to the analysis of mass communication, constructivist, and cultural studies approaches. Cycles and stages of mass communication. The structure and functions of the mass information and communication system. |
| Тема 5 | Mass media in the system of mass communication | The essence and distinctive features of the media. Theory of speech acts. The limits of media influence on a mass audience. The theory of "public access". The place and role of the media in the political systems of modern societies. The role of the media in political communication. Democracy and mediocracy. Media functions. |

| № | Наименование темы | Содержание |
|--------|-----------------------|---|
| Тема 6 | Political propaganda | Information goals and strategies of political actors. Essence, structure and functions of political propaganda. Propaganda Theory. The history of the evolution of political propaganda. Typology of propaganda. Distinctive features of propaganda and counter-propaganda. |
| Тема 7 | Political advertising | Information goals and strategies of political actors. Essence, structure and functions of political propaganda. Propaganda Theory. The history of the evolution of political propaganda. Typology of propaganda. Distinctive features of propaganda and counter-propaganda. |

Формы текущего контроля и промежуточной аттестации:

Формы и методы текущего контроля успеваемости: диспут, эссе

Форма промежуточной аттестации – Экзамен

Основная литература:

1. Brian McNair. An Introduction to Political Communication, Routledge, 2017