

**FACULTY OF SOCIETY AND SCIENCE  
STUDY COURSE DESCRIPTION**

<b>Course Title:</b>	<b>Strategic political communication and diplomacy</b>				
<b>Course code (LAIS):</b>	<b>KomZ5026</b>				
<b>Study programme:</b>	<b>Strategic Communication and Governance</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/>	<b>1st level professional higher education</b>			
	<input type="checkbox"/>	<b>Professional Bachelor</b>			
	<input type="checkbox"/>	<b>Professional Master</b>			
	<input checked="" type="checkbox"/>	<b>Academic Master</b>			
	<input type="checkbox"/>	PhD level			
<b>Type of Study programme:</b>	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	4	6	160	48	112
<b>Course Author/ Tutor:</b>	<b>Jana Trahimoviča</b>				
	Guest lecturer, Mg.sc.soc., Mg.sc.pol.				
	e-mail: <a href="mailto:jana.trahimovica@gmail.com">jana.trahimovica@gmail.com</a>				
	Consultation: according to prior arrangement				
<b>Study Form:</b>	Full time studies				
<b>Study year, semester:</b>	Year 1, Semester 2				
<b>Language:</b>	Latvian/ English				
<b>Prerequisites for the Course:</b>	Understanding of communication and political sciences				
<b>Course Summary:</b>	<p>Aim of the study course is to explain the concepts of strategic political communication and diplomacy through practical examples and approaches to different theories.</p> <p>The course will provide an insight into the role and nature of communication in the political environment and diplomacy, while analysing and discussing the ways of expressing political power and the use of different forms of communication to achieve political objectives.</p> <p>As part of the course, students will analyse the varied forms of communication and the processes that they create in different audiences, how political communication is interpreted, how policy issues shape public opinion and what is the role of media in politics and diplomacy.</p> <p>As part of the course, students will have to do practical work in groups and present the results. During the course, students will significantly increase awareness of strategic political communication, its role and impact on different processes, while at the same time raising awareness of diverse and different concepts and interpretations of political communication.</p>				
<b>Assessment:</b>	Group work				
<b>Requirements for Credits:</b>	<input type="checkbox"/> Obtained a successful assessment (at least 4) for the group's work results and presentation (includes 50% of the final score); <input type="checkbox"/> Obtained a successful assessment (at least 4) for individual work (essay) (includes 25% of the final score); <input type="checkbox"/> Active participation at the workshops and group discussions (includes 25% of the final score).				
<b>Abiding by the Academic Ethics</b>	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> <li>– study papers must be independently developed;</li> <li>– the study work should reference all statements, ideas and data used that have been authored by someone else;</li> <li>– appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently</li> </ul>				

	<p>and cannot be distorted or falsified;</p> <p>– the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise.</p> <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</p>	
<b>Learning Outcomes; the evaluation methods and criteria</b>	<b>Learning Outcomes</b>	<b>The evaluation methods and criteria</b>
	<b>Knowledge</b>	
	Understanding the strategic political communication concept and its practical use	Individual and practical group work, participation at workshops, discussions
	Understanding the concept of diplomacy and the role of communication in diplomacy	Individual and practical group work, participation at workshops, discussions
	Understanding the different forms and activities of strategic political communication	Individual and practical group work, participation at workshops, discussions
	<b>Skills</b>	
	Ability to analyze strategic political communication examples and case studies	Group work, presentation of the results, participation at workshops, discussions
	Ability to develop and analyse the strategy of political communication	Group work
	<b>Competency</b>	
Ability independently evaluate the importance of strategic political communication in the management and decision-making processes, in the politics and diplomacy	Group work, participation at workshops, discussions	
Ability to identify and apply in practice the fundamental principles and key instruments of strategic political communication	Group work	
<b>Course Compulsory literature:</b>	<ol style="list-style-type: none"> <li>Melissen J. (2005). <i>The New Public Diplomacy: Soft Power in International Relations</i> (Studies in Diplomacy and International Relations). Palgrave Macmillan.</li> <li>Perloff R.M. (2014). <i>The Dynamics of Political Communication. Media and Politics in a Digital Age</i>. Routledge.</li> <li>Sanders K. (2009). <i>Communicating Politics in the Twenty-First Century</i>. Palgrave Macmillan.</li> <li><i>The Oxford Handbook of Political Communication</i>. (2017). Ed.by Kenski K., Jamieson K.H. Oxford University Press.</li> </ol>	
<b>Course additional literature:</b>	<ol style="list-style-type: none"> <li>Cambie S., Ooi Y.-M. (2009). <i>International communication strategy: Developments in cross-cultural communications, PR and social media</i>. Philadelphia, PA: Kogan Page.</li> <li>Ganz M. (2010). <i>Leading Change. Leadership, Organization and Social Social Movements</i>. Harvard Business Press.</li> <li>Golan G., Johnson T., Wanta W. (2009). <i>International media communication in a global age</i>. New York: Routledge.</li> <li><i>Government Communication: Changes and Challenges</i>. (2013). Ed.by Sanders K., Canel M. J. Bloomsbury Academic.</li> <li>Jowett G.S., O'Donnell V. (2006). <i>Propaganda and Persuasion</i>. 4<sup>th</sup> edition, SAGE Publications.</li> <li>McNair B. (2003). <i>An Introduction to Political Communication (Communication and Society)</i>. 3<sup>rd</sup> edition, Routledge.</li> <li><i>Political Public Relations: Principles and Applications</i>. (2011). Ed.by Stromback J., Kioussis S. Routledge Communication Series.</li> <li>Thussu D.K. (2002). <i>International communication: Continuity and change</i>. London: Arnold Publishers.</li> <li>Samovar L.A., Porter R.E., McDaniel E.R. (2007). <i>Communication between cultures</i>. Wadsworth, 7<sup>th</sup> edition.</li> </ol>	



	10. Sriramesh K., Verčič D. (2009). The global public relations handbook: Theory, research, and practice. 2 <sup>nd</sup> expanded and revised ed. New York: Routledge.
<b>Course confirmation date:</b>	December 11, 2019.
<b>Date of course description update:</b>	

### Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	Strategic political communication - explanation, history and development of the concept. Understanding, types and significance of strategic political communication. Politics and communication. International politics, diplomacy and communication. Perspectives of the international strategic communication. The main players in the international arena of communication. Impact on international strategic communication. <i>Workshop: work and discussion first in separate groups, then in bigger group</i>	6	14	Lectures, workshop
	Media and political communication. Political marketing. Campaign logistics. Political campaigns, their impact. Propaganda and persuasion. <i>Workshop: work and discussion first in separate groups, then in the big group</i>	6	14	Lectures, workshop
	Communication in a political environment. Understanding and Meaning of Power. Public administration communication. Opposition communication, protests and violence. The industry of political persuasion - lobbying, interest groups and public opinion makers. Global political communication. Global media, role of social media in globalization processes. Digitalization of diplomacy and communication. <i>Workshop: work and discussion first</i>	6	14	Lectures, workshop



	<i>in separate groups, then in the big group</i>			
	The role of society in political communication. Society - opinion building, participation. Political news and commentary. Ethics and political communication. Emotions, their use. <i>Workshop: work and discussion first in separate groups, then in the big group</i>	6	14	Lectures, workshop
	Political Communication Environment and Types of Impact. Pop culture and political persuasion. Social media. Radio, TV and printed sources. IT impact, digital environment. Political humor. <i>Individual work – analysis of political speech</i>	6	14	Lectures, workshop, individual work (essay)
	Branding and branding the nations. Country image, country branding, its communication. <i>Workshop: work and discussion first in separate groups, then in the big group</i>	6	14	Lectures, workshop
	Types of communication in diplomacy and international politics. Tools of international strategic communication in diplomacy. Public diplomacy, its types, related concepts and theories. Public diplomacy and international strategic communication / international public relations, the main issues. Cultural diplomacy. Diplomatic gastronomy. Sports diplomacy. Summits' diplomacy. Role of diplomatic protocol in communication and diplomacy. <i>Workshop: work and discussion first in separate groups, then in the big group</i>	6	14	Lectures, workshop
	International Politics Communication (International Conflicts and Political Communication). Issues and Challenges of Political Communication in the 21st Century. Intercultural diplomacy, intercultural communication. <i>Work in groups for the group work</i>	6	14	Lecture,s workshop
	Analysis of the perspective or strategy of the X country for public			Presentation of the group work,



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	diplomacy and strategic communication			discussions in the big group
	<i>Hours total:</i>	<i>48</i>	<i>112</i>	