



## COURSE UNIT DESCRIPTION

Course unit title		Code	
<b>PROPAGANDA: REGIONAL REFLECTIONS</b>			
<b>Annotation</b>			
<p>The module aims to provide knowledge about propaganda as an "art" of persuasion from the perspective of communication and information sciences, focusing on the regional and global peculiarities of the phenomenon in relation to the changing power structures of society. It discusses content of the concept of propaganda, the role of the media and censorship in the 'production' of propaganda messages and the creation of propaganda narratives. It will examine and critically assess the functioning of propaganda at historical turning points (Reformation, State partitions, World wars, Cold War, 21st century conflicts). Students will be introduced to the concept of contemporary information influence in the political sphere and will learn how propaganda becomes an essential instrument in the implementation of hybrid warfare. This is illustrated through the first-hand experiences of the Baltic States and Middle East Europe in response to Russia's unfriendly actions in the information space and the weaponisation of information</p>			
Lecturer		Department, Faculty	
Koordinuojantis: Prof. Dr. Arvydas Pacevičius Kitas (-i): Doc. Dr. Viktor Denisenko		Vilnius University, Faculty of Communication Saulėtekio av. 9, 1st building, LT-10222 Vilnius, Lithuania	
Study cycle	Study cycle	Type of the course unit	
Bachelor studies, Master studies		Optional	
Mode of delivery	Semester or period when it is delivered	Vykdymo kalba (-os)	
	Autumn.	English	
Requisite			
Prerequisites:		Co-requisites (if relevant):	
<b>Number of ECTS credits allocated</b>	<b>Student's workload (total)</b>	<b>Contact hours</b>	<b>Individual work</b>
5	130	38	92
Purpose of the course unit: programme competences to be developed			
<p>Students will gain a systematic understanding and critical awareness of the features and methods of propaganda dissemination through the media, acquire knowledge of the application of propaganda models in the context of regional history, and be able to evaluate and apply them in studies. The student will be able to understand the historical development of propaganda and its means of dissemination through ever-changing media, demonstrate knowledge of the use of propaganda in wartime, and be able to recognise and analyse instances of the use of propaganda. The course develops students' critical thinking skills and teaches them to understand the hybrid threats associated with the use of propaganda to influence public opinion and human behaviour.</p>			
<b>Learning outcomes of the course unit</b>	<b>Teaching and learning methods</b>	<b>Assessment methods</b>	

Knowing of basic theoretical problems in the studies of phenomenon of persuasion and propaganda in the context of regional (Baltic, Mid-European) history	Lectures, seminars, consultations, individual work under supervision of lecturer							Written products and individual or joint presentations at the seminar.	
Demonstration a systematic understanding and critical awareness of key features and methods of propaganda and its dissemination	Lectures, seminars, consultations. Team-based learning. Presentations. Control talking with teacher. Library and museum tours							Written products and individual or joint presentations at the seminar.	
Comprehensive knowledge of the historical evolution of propaganda means and circulation through the changing forms of media	Lectures, seminars, consultations. Team-based learning. Control talking with teacher. Library or/and museum tours							Written reflections (essay), oral presentation. The oral presentations can be arranged with discussion in class	
Knowledge of the use and recognition of propaganda in wartime, understanding the hybrid threats associated with the use of propaganda to influence public opinion and human behaviour.	Lectures, seminars, consultations. Team-based learning. Control talking with teacher. Individual work under supervision of teacher							Essay. Individual or joint presentations at the seminar.	
<b>Course content: breakdown of the topics</b>	<b>Contact hours</b>							<b>Individual work: time and assignments</b>	
	Lectures	Tutorials	Seminarai	Lectures	Tutorials	Praktika	Lectures	Tutorials	<b>Assignments</b>
1. Introduction. Main issues. Concept of propaganda. Propaganda in the Middle Ages, Renaissance and the Modern Era. How did news spread? War propaganda. Book wars. Propaganda campaigns in the serials and periodicals press	2		2					12	Discussion, case studies: 7. Introduction, p. 1-15; 41-57; 11. p. 715-722.
2. Propaganda in the North-West of Russian empire. The myth of the double-headed eagle. Applying the official theory of national-shovinism (Orthodoxy, monarchy, nationality). Propaganda and censorship. Control of the information space. War propaganda machine. Means of communication and visual propaganda in Lithuania	2		2					10	Discussion, presentation: 8, p. 59-97; 10, p. 17-66.
3. Propaganda during the First and Second World Wars. Propaganda	2		2					12	Discussion, case studies, presentation: 9, p.

towards neighbours under democracy and authoritarianism. The campaign of the Year of Vytautas the Great (1930). Propaganda and the mechanism of state censorship. The impact of Russian propaganda.									243–259; 2, p. 176-197; p. 208-248
4. Features of propaganda in Middle East Europe. Activities of the Communist Party. Development of Soviet ideological censorship and propaganda. Hierarchy of information. Disinformation and censorship. GLAVLIT. Posters, radio, TV. Soviet culture and propaganda.	2	3	2					12	Discussion after the tour of the homo sovieticus exhibition, case studies: 6, p. 11-34; 2. (Chapter Propaganda, Cold War and the Advent of the Television Age), p. 249-282.
5. The colours of modern propaganda: black, grey and white. Essential propaganda techniques. Exploiting emotions for propaganda purposes.	2		2					12	Discussion, simulation game: 5, p. 627-631.
6. The history of modern information influence. Propaganda in a time of war and peace at the end of the XX century.	2		2					10	Discussion, analysis of the examples: 4 (George Stein, Information Warfare, full essay).
7. Russian practices in the sphere of information influence. Lessons learned by the Kremlin. The first Chechen war (1994-1996). Russian practices. The events of the "Bronze Warrior" (Estonia, 2007). The role of information manipulations in hybrid warfare (Aspects of the annexation of Crimea, 2014).	2		2					12	Discussion, analysis of the examples: 1 (Edward Lucas, Peter Pomeranzev, Winning the Information War, full report)
8. Informational influences in the online space. The problem of the boundaries of national information space in the Internet age. Specificity of social media. Troll technology and its use for propaganda purposes.	2	3	2					12	Discussion, simulation game: 3, p. 235-249
Iš viso	16	6	16					38	92

Assessment strategy	Weight %	Deadline	Assessment criteria
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Participation in lectures, educational excursions and seminars. Communication skills.	20	Whole semester	Active participation. The ability to communicate information, arguments and analyses accurately and reliably, orally and in writing to a range of audiences. Developed, detailed knowledge.
Oral presentation (6-8 slides, not more than 10 minutes)	20	Whole semester	Originality, rhetoric and content suggestiveness, links to the objectives and content of the course unit
Essay. The length of the written work is 15 000-18 000 characters, or 6-8 pages (excluding appendices, content overview, and bibliography)	60	End of semester	Originality and suitability for publication in mass media. Critical and creative writing. Application of acquired knowledge. 5 marks for a neatly executed assignment which presents an original idea, presents a clear argument and answers all the requirements set out in the introduction. 4 marks for a neatly executed assignment that presents an interesting idea, presents an argument and answers the essential requirements. 3 marks for a well-developed assignment that presents an interesting idea and argument and answers the requirements set out in the assignment. 2 marks for an assignment that is formally flawed. 1 mark for an assignment that is not submitted on time. 0 marks for failure to submit work

Author	Publishing year	Title	Issue of a periodical or volume of a publication ; pages	Publishing house or internet site
<b>Required reading</b>				
1. Edward Lucas, Peter Pomeranzen	2016	Winning the Information War.	CEPA	<a href="https://cepa.org/comprehensive-reports/winning-the-information-war/">https://cepa.org/comprehensive-reports/winning-the-information-war/</a>
2. Philip M. Taylor	2003	Munitions of the mind: A history of propaganda (3rd ed.).		Manchester University Press. 344 p.
3. Viktor Denisenko	2020	Threats of Propaganda and the Information War on Lithuanian Security		Lithuania in the Global Context: National Security and Defence Policy Dilemmas. General Jonas Žemaitis Military Academy of Lithuania, p. 235-249
4. George Stein	1995	Information Warfare		<a href="https://universityofleeds.github.io/philtaylorpapers/vp01e61f.html">https://universityofleeds.github.io/philtaylorpapers/vp01e61f.html</a>
5. Harold Lasswell	1927	The Theory of Political Propaganda		<a href="https://www.jstor.org/stable/1945515?seq=1">https://www.jstor.org/stable/1945515?seq=1</a>

6. Janis Chakars, Indra Ekmanis (eds.),	2022	Information Wars in the Baltic States, The Palgrave Macmillan Series in International Political Communication		<a href="https://doi.org/10.1007/978-3-030-99987-2_2">https://doi.org/10.1007/978-3-030-99987-2_2</a>
7. Simon Davies, Puck Fletcher (eds.)	2014	News in Early Modern Europe. Currents and Connections. Brill		DOI: <a href="https://doi.org/10.1163/9789004276864_001">https://doi.org/10.1163/9789004276864_001</a>
8. Virgilijus Pugačiauskas, Olga Mastianica-Stankevič	2021	The historical memory of the 1812 war in Lithuania in the 19th and early 20th centuries: a complex process	Lithuanian historical studies, t. 25, p. 59–97	<a href="https://doi.org/10.30965/25386565-02501003">https://doi.org/10.30965/25386565-02501003</a>
9. Rosario Napolitano	2023	Fascist soft power propaganda in the Baltic states during the interwar period: the case of Latvia	Journal of Baltic Studies, vol. 54, no. 2, p. 243–259	<a href="https://doi.org/10.1080/01629778.2022.2067577">https://doi.org/10.1080/01629778.2022.2067577</a>
10. Darius Staliūnas, Yoko Aoshima (eds.)	2021	The Tsar, the empire, and the nation. Dilemmas of Nationalization in Russia's Western Borderlands 1905-1915		Budapest-New-York
11. Jordi Xifraa, Maria-Rosa Collell	2014	Medieval propaganda, longue durée and New History: Towards a nonlinear approach to the history of public relations	Public Relations Review, vol. 40, p. 715–722	<a href="https://doi.org/10.1016/j.pubrev.2013.12.005">https://doi.org/10.1016/j.pubrev.2013.12.005</a>
<b>Recommended reading</b>				
Aušra Navickienė, Arvydas Pacevičius	2014	Repressive Censorship, Underground Publishing, and the Distribution of Lithuanian Books in the Northwest Region of the Russian Empire (1795–1904).	Behreds, Jan. C.; Lindenberg er, Thomas (eds.) Underground Publishing and the Public Sphere: Transnational Perspectives s. p. 75–95	Wien: Lit Verlag, Berlin: Lit Verlag,

Fredrik Norén, Emil Stjernholm, C. Claire Thomson (Eds.).	2023	Nordic Media Histories of Propaganda and Persuasion		Palgrave Macmillan, <a href="https://doi.org/10.1007/978-3-031-05171-5">https://doi.org/10.1007/978-3-031-05171-5</a>
Arvydas Pacevičius	2022	The Imperial University of Vilna in the Clutches of Scholarly Information, 1803-1832		Vilniaus universiteto leidykla
Malte Griesse (ed.).	2014	From Mutual Observation to Propaganda War: Premodern Revolts in Their Transnational Representations		Transcrip Verlag, p. 7-34; 159-178
Kiryl Kascian, Viktor Denisenko	2021	Society in the authoritarian discourse: the case of the 2020 presidential election in Belarus.	Intersection , t. 7, nr. 4.	<a href="https://intersections.tk.mta.hu/index.php/intersections/article/view/818">https://intersections.tk.mta.hu/index.php/intersections/article/view/818</a>
David Brandenberger	2011	Propaganda state in crisis: Soviet ideology, indoctrination, and terror under Stalin, 1927-1941.		New Haven; London: Yale University Press, 357 p.