COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Creative Media and Political Communication	

Academic staff	Core academic unit(s)
Coordinating: Asst. Prof. Dr. Linas Kontrimas	Faculty of Communication Saulėtekio ave. 9, building I, Vilnius

Study cycle	Type of the course unit
First	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face-to-face	Spring, 2nd semester	English

Requisites	
Prerequisites: -	**Co-requisites (if relevant): -**

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	40	90

Purpose of the course unit		
The aim of this course is to equip students with comprehensive knowledge and a critical understanding of political communication processes, exploring how various creative media forms and content strategies shape political messages, influence public opinion, and make complex political ideas more accessible, engaging, and interactive.		
Learning outcomes of the course unit	**Teaching and learning methods**	**Assessment methods**
Students will be able to understand and evaluate political events, trends and the dissemination of political ideas in democratic societies.	Reading scientific literature, preparing a presentation, discussion, case studies, lectures	Presentation, seminar work, test (exam)
Students will understand how creative media is used in the political communication process and will be able to assess the persuasiveness of a political message.	Information search, reading scientific literature, preparing a presentation, discussion, case studies, lectures	
Students will be able to analyze the influence of popular culture on political discourse and evaluate the expression of political ideas in art.		Presentation, seminar work

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	**Contact hours, total**	**Individual work**	**Tasks for individual work**

1. Definitions of political communication. The role of creative media in shaping political communication.	2		2				**4**	**12**	Reading scientific literature. Lilleker, Darren (2006) Key concepts in political communication, Sage Publications. P. 1-19
2. Political knowledge in the age of digital communication. Populism and democracy in a changing media landscape.	4		2				**6**	**12**	Reading scientific literature, analysis of case studies, preparing presentations based on assignments. Perloff, Richard (2013) The Dynamics of Political Communication: Media and Politics in a Digital Age, Routledge. P. 73-94
3. The role of social media in political communication. Visual political communication.	2		4				**6**	**12**	Reading scientific literature, analysis of case studies, preparing presentations based on assignments. Veneti, Anastasia, Jackson, Daniel, Lilleker, Darren (2019) Visual Political Communication, Springer International Publishing. P. 37-51
4. Election campaigns and political marketing. Advertising in election campaigns.	4		2				**6**	**12**	Reading scientific literature, analysis of case studies, preparing presentations based on assignments. McNair, Brian (2017) An Introduction to Political Communication, Taylor & Francis. P. 118-150
5. The influence of popular culture on political communication. The concepts of 'society of the spectacle' and 'media spectacle'.	4		4				**8**	**12**	Reading scientific literature, analysis of case studies, preparing presentations based on assignments. Wolfsfeld, Gadi (2014) Making Sense of Media and Politics: Five Principles in Political Communication, Taylor & Francis. P. 72-95
6. Politics and creativity. The relationship between art and politics in contemporary and historical contexts.	2		4				**6**	**12**	Reading scientific literature, analysis of case studies, preparing presentations based on assignments. Downey, Anthony (2014) Art and politics now. Thames & Hudson, (Introduction)

7. Preparing for the examination		4					**4**	**18**	Reviewing material for the upcoming examination.
Total	**18**	**4**	**18**				**40**	**90**	

Assessment strategy	Weight %	Deadline	Assessment criteria
Presentation	20%	During the semester	Presentation during the seminar based on the assignment and literature. Presentations are assessed on the ability to discuss and analyse literature, make arguments, relate theoretical knowledge to practical situations and formulate a problem. 4 points - demonstrates thorough knowledge of the literature, answers questions clearly and effectively links theoretical material to practical examples. 3 points - familiar with the literature, answers questions and relates theoretical material to practical examples. 2 points - familiar with only part of the literature, incomplete answers to questions, unable to select appropriate examples for theoretical material. 1 point - does not use material from the required sources in the presentation, does not answer questions. 0 points - does not prepare a presentation in accordance with the assignment.
Seminar work	60%	During the semester	2 point: actively participates in discussions after colleagues' presentations, responds to questions, formulates problems, makes critical comments; 1 point: participates in the discussion, answers questions; 0 points: hardly participates in the discussion.
Exam	20%	During the exam session	The student is given a test consisting of closed and open questions based on material from lectures and seminars. The test consists of 20 closed multiple-choice questions and 2 open questions. The questions are graded from 1 to 4 in order of difficulty (the difficulty of the question is indicated). A total of 32 points can be scored. 4 points: Excellent knowledge and skills. Score range: 32-27 points. 3 points: Good knowledge and skills with minor errors. Score range: 26-21 points. 2 points: Average knowledge and skills with some errors. Score range: 20-15 points. 1 point: Knowledge and skills meet only the minimum requirements, with many errors. Score range: 14-9 points. 0 points: Does not meet the minimum requirements. Score range: 8-0 points.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Downey, Anthony	2014	Art and Politics Now		Thames and Hudson
Lilleker, Darren	2006	Key concepts in political communication		Sage Publications
McNair, Brian	2017	An Introduction to Political Communication		Taylor & Francis
Perloff, Richard	2013	The Dynamics of Political Communication: Media and Politics in a Digital Age		Routledge

Veneti, Anastasia, Jackson, Daniel, Lilleker, Darren	2019	Visual Political Communication		Springer International Publishing
Wolfsfeld, Gadi	2014	Making Sense of Media and Politics: Five Principles in Political Communication		Taylor & Francis
Street, John	2021	Media, Politics and Democracy		Bloomsbury Publishing Plc
Recommended reading				
Khan, Farhat Basir	2019	The Game of Votes : Visual Media Politics and Elections in the Digital Era		SAGE Publications India Pvt, Ltd.
Aalberg, Toril (ed.)	2017	Populist political communication in Europe		Routledge
Norris, Pippa	2006	A virtuous circle: political communications in postindustrial societies		Cambridge University Press