

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, 2 nd semester	English

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

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

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.

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Learning outcomes of the course unit	Teaching and learning methods	Assessment methods						
Students will be able to understand and	Reading scientific literature, preparing a	Presentation, seminar work, test						
evaluate political events, trends and the	presentation, discussion, case studies,	(exam)						
dissemination of political ideas in democratic	lectures							
societies.								
Students will understand how creative media	Information search, reading scientific							
is used in the political communication process	literature, preparing a presentation,							
and will be able to assess the persuasiveness	discussion, case studies, lectures							
of a political message.								
Students will be able to analyze the influence		Presentation, seminar work						
of popular culture on political discourse and								
evaluate the expression of political ideas in								
art.								

			Co	ontact	hours			Indi	vidual work: time and assignments
Content	Cectures	Futorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work

Definitions of political communication. The role of creative media in shaping political communication.	1				1	5	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.	1		4		5	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.	2		4		6	24	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	2	2		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						21	Reviewing material for
							the upcoming
							examination.
Total	12	2	18		32	98	

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 readir	ng	
Downey, Anthony	2014	Art and Politics Now		Thames and Hudson
Lilleker, Darren	2006	Key concepts in		Sage Publications
		political		
		communication		
McNair, Brian	2017	An Introduction to		Taylor & Francis
		Political		
		Communication		
Perloff, Richard	2013	The Dynamics of		Routledge
		Political		
		Communication:		
		Media and Politics in a		
		Digital Age		

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