



סילבוס

תעמולה-מבט מחדש: שכנוע פוליטי בקונפליקטים חברתיים - 50059

תאריך עדכון אחרון 10-09-2017

נקודות זכות באוניברסיטה העברית: 2

היחידה האקדמית שאחראית על הקורס: תקשורת ועיתונאות

השנה הראשונה בתואר בה ניתן ללמוד את הקורס: 0

סמסטר: סמסטר א'

שפת ההוראה: אנגלית

קמפוס: הר הצופים

מורה אחראי על הקורס (רכז): ד"ר כריסטיאן באדן

דוא"ל של המורה האחראי על הקורס: c.baden@mail.huji.ac.il

שעות קבלה של רכז הקורס: יום רביעי 16-18

מורי הקורס:

ד"ר כריסטיאן באדן

תאור כללי של הקורס:

Conflictual public debates live from the competition of plural actors over ideas and arguments. In their efforts to rally support for their specific positions, each actor employs a wide range of persuasive strategies. However, some forms of political persuasion cross the line between legitimate democratic debate and propaganda: Exploiting their communication power, as well as certain cultural, sociological and cognitive biases, they try to overpower competing claims and establish a monopoly on defining the situation. In this class, we will systematically examine those strategies and conditions used by political propaganda in order to dominate the debate, undoing pluralistic competition. Drawing upon a wide range of examples, both historical and contemporary, we will define the challenges, strategies, and enabling conditions that shape the success and failure of propagandistic persuasion.

Reviewing the theoretical and conceptual foundations of propaganda and persuasion research, we update existing wisdom to account for contemporary forms of propaganda, such as online incitement, fake news and disinformation. The class aims to develop an understanding not only of what situations in social conflict are particularly prone to propaganda, but also what strategies and policies are suitable to contain propaganda and defend the plural, democratic debate.

מטרות הקורס:

To study the functioning of propaganda as a complex persuasion process, involving a confluence of political, cultural, sociological and psychological strategies aimed at subduing disagreement and independent opinion formation; to understand the mechanisms and conditions involved in the success and failure of propaganda, including their evolution toward contemporary, online media environments; to discuss specific aspects and mechanisms of propaganda in brief student presentations, using historical or contemporary examples, and evaluate their normative and theoretical implications.

תוצרי למידה

בסיומו של קורס זה, סטודנטים יהיו מסוגלים:

- Define and productively engage propaganda as a scientific concept that connects persuasion research across various disciplines to an ongoing normative debate
- Understand the mechanisms underlying propaganda communication, as well as the conditions and contextual factors endowing it with greater or lesser power
 - Critically evaluate political communication contents for their more or less propagandistic structure, and recognize the imprint of propaganda in a public debate
- Apply the analytic perspectives discussed in the class to cases of propaganda and critically appraise their relevance and insights
 - Provide a normative and democratic theoretic appraisal of propaganda and its uses in the present social, political and media environment
 - Design small-scale research projects based on the class content

שיטת ההוראה בקורס: lecture, presentations, class discussion

רשימת נושאים / תכנית הלימודים בקורס:

- 23.10.17 Getting to terms: Propaganda as anti-pluralist political communication
- 30.10.17 Justified propaganda? Ordering the normative debate
- 06.11.17 Dominance, deference, doubt & disruption: Changing objectives of propaganda
- 13.11.17 Media control: Propaganda production outside and inside the media
- 20.11.17 Building the bubble: Propaganda's appeal to audiences
- 27.11.17 One truth: Strategies for repelling contestation
- 04.12.17 Making differences: The discursive structure of propaganda
- 11.12.17 Love, rage and anxiety: The emotional embedding of propaganda
- 18.12.17 Evident explanations: The cognitive mechanisms of propaganda
- 25.12.17 Outcasts & communities: The sociological context of propaganda
- 01.01.18 Another age of propaganda? Remodeling propaganda in the new media
- 08.01.18 Fighting hydras and windmills: Present strategies at countering propaganda
- 15.01.18 Resistance is futile? Avenues for safeguarding pluralism

חומר חובה לקריאה:

Will be added later

חומר לקריאה נוספת:

הערכת הקורס - הרכב הציון הסופי :

מבחן מסכם בכתב/בחינה בעל פה 0 %

הרצאה 25 %

השתתפות 0 %

הגשת עבודה 50 %

הגשת תרגילים 0 %

הגשת דו"חות 0 %

פרויקט מחקר 0 %

בחנים 0 %

אחר 25 %

Active Participation

מידע נוסף / הערות: