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|  | **Course Syllabus** |

1. **Course Title:**

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| History of Propaganda |

1. **Academic Level:**

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| Master |

1. **ECTS Credits:**

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| 5 ECTS |

1. **Semester:**

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| --- |
| 3, autumn semester |

1. **School/Department:**

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| Institute of History and International Relations |

1. **Location:**

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| 140 Pushkinskaya St., Rostov-on-Don |

1. **Instructor:**

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| Prof. Alexey Golubev, University of Houston. E-mail: [avgolube@central.uh.edu](mailto:avgolube@central.uh.edu) |

1. **Language of Instruction:**

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| English |

1. **Course Description:**

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| The discipline “History of Propaganda" is intended for undergraduates in their 2nd year (3 semester) of the study program “Socialist and Post-Socialist Studies”. The discipline “History of Propaganda” aims to form students' understanding of the cultural and historical phenomenon of propaganda as an element of political culture in domestic and foreign history. As part of the study of the discipline, the following basic educational technologies are used: problem-oriented lectures, practical classes, independent work of students. |

1. **Course Aims:**

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| • to study the theoretical aspects of the phenomenon of propaganda, the transformation of its historical forms and content;  • to analyze the history of the development of the phenomenon of propaganda in world history, including in the era of Antiquity, the Middle Ages, New and Modern times.  • to identify and analyze the forms and content of propaganda in Russian history, including in the twentieth century. |

1. **Specific entry requirements (if any):**

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1. **Course Content:**

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| **Module 1.** Theory  Theory of communication: Aristotle, Saussure, Jacobson.  Form and media: Shklovsky, Propp, McLuhan.  Propaganda beyond language: Meyerhold, Fanon, Butler.  **Module 2.** Propaganda in world history  Orators and monuments: propaganda in ancient Greece and Rome.  Religion and propaganda in the Middle Ages and early Modern age.  Enlightenment and the Napoleonic Wars.  Political propaganda in the twentieth centuryю  Advertising as propaganda.  **Module 3.** Propaganda in Russia  Everyday life: propaganda and the Soviet avant garde.  Class consciousness and hatred: official Soviet propaganda from the Civil war to the Great Purge.  War propaganda.  Propaganda of knowledge. The Cold War and the All-USSR Society Znanie. |

1. **Intended Learning Outcomes:**

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| **Knowledge:**  - knowledge of factual material, including the chronology of the main historical events and their content;  - to understand the driving forces and laws of the historical process, the place of the individual in the historical process, the political organization of society;  - knowledge in the field of general and national history.  **Skills:**  - the ability to understand, critically analyze and present historical information;  - the ability to logically correctly, reasonably build oral speech;  - the ability to interact on the basis of moral and legal norms accepted in society, to be tolerant towards another culture;  - possess the skills of self-development, improving their qualifications and skills;  - possess the skills of analyzing socially significant problems and processes. |

1. **Learning and Teaching Methods:**

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| lecture, seminar |

1. **Methods of Assessment/Final assessment information:**

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| Pass-fail test |

1. **Reading List:**

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| 1. Grazhdanskaya voina v obrazyakh v izual'noy propagandov [Civil War in images of visual propaganda]: slovar ' -spravochnik [Text]: dictionary-reference] / [E. S. Bogomyagkova, O. Yu. Boitsova, M. M. Gerasimova et al.]; Saint Petersburg State University; responsible editor: E. A. Orekh-Saint Petersburg: Scythia Print, 2018. - 176 p. 2. Tkachev P. N. Tasks of revolutionary propaganda in Russia / P. N. Tkachev-Moscow: Direct-Media, 2011 - 76 p. 3. State policy and management of modern Russia in the sphere of ideology, worldview, religion, propaganda, culture and education. Materials of the scientific seminar-Moscow: Nauchny Expert Publ., 2012 - 72 p. |