Joint Faculties of Humanities and Theology

SASH69, Media and the History of Political Rhetoric, 7.5 credits

Media and the History of Political Rhetoric, 7,5 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus was approved by the programmes director by delegation from the pro-dean for first- and second-cycle studies on 2012-12-05. The syllabus comes into effect 2012-12-05 and is valid from the spring semester 2013.

General information

Subject: Media History and Rhetoric

The course is offered as a free-standing course. It can normally be included in a general first- or second-cycle degree.

Language of instruction: English

Main field of study	*Specialisation*
-	G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

On completion of the course the student shall

Knowledge and understanding

- be able to give a general account of the use of rhetorical techniques in political argumentation
- be able to give a basic account of different types of relationship between media and power, in the past and in the present
- be able to account for the impact of social, cultural and technological change on media and political rhetoric

Competence and skills

- be able to identify and formulate issues of relevance to media and power
- be able to analyse and critically discuss communication in different types of media
- be able to master basic rhetorical terminology and apply it to analysis and assessment of propaganda

Judgement and approach

- be able to take a position on and judge political rhetoric with reference to aspects of media history, ethics and intercultural relations.

Course content

The course is interdisciplinary and deals with the impact of media on the political rhetoric of politicians, moulders of public opinion and potentates. The main focus is placed on the impact of new communication technologies such as writing, print and broadcasting on rhetoric and the manifestation of power.

Course design

Teaching consists of lectures combined with seminars and group exercises. Attendance is compulsory at seminars and group exercises (4 in all).

Assessment

The assessment is based on active attendance at two assessed seminars, an oral report of an assignment and a final written exam.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent
The highest grade is A and the lowest passing grade is E. The grade for a non-passing result is Fail.

Entry requirements

General requirements for university studies in Sweden

Further information

1. The course is offered at the Department of Communication and Media, Lund University.
2. The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details see the current registration information and other relevant documentation.
3. International students are exempted from the requirement of proficiency in Swedish.