



Joint Faculties of Humanities and Theology

## SVEA50, Swedish: Political Language, Persuasion and Manipulation, 7.5 credits

*Svenska: Politiskt språk, påverkan och manipulation, 7,5 högskolepoäng*  
First Cycle / Grundnivå

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### Details of approval

The syllabus was approved by The Pro Dean of First and Second Cycle Studies at The Joint Faculties of Humanities and Theology on 2024-06-03 (U 2024/453). The syllabus comes into effect 2024-09-01 and is valid from the spring semester 2025.

### General information

The course is offered as a freestanding course can be included in a general qualification for first or second-cycle studies

*Language of instruction:* Swedish

*Main field of study*      *Specialisation*

Swedish                      G1N, First cycle, has only upper-secondary level entry requirements

### Learning outcomes

On completion of the course, the student shall be able to

#### Knowledge and understanding

- describe how meanings are implied using linguistic means in political communication, by means of concepts from linguistics, pragmatics and rhetoric,
- explain how expectations and intentions, the communication situation, formats and conventions of genre influence the meanings that emerge in political communication and debate,

## Competence and skills

- identify when something is implied or is hidden using linguistic and visual means, whether it takes place due to conscious manipulation or reasons of linguistic economy,
- describe how and by what means values, attitudes and worldview are communicated using linguistic and visual means,
- analyse and discuss political communication and debate by means of linguistic and pragmatic concepts,

## Judgement and approach

- critically reflect on and evaluate the importance of political literacy to increase resistance to manipulation and influence.

## Course content

In the course, the importance of language in political communication and debate is studied. Today, political communication and debate often take place in social media with limited space or in televised debates with time-limited contributions. This leads to political stakeholders and parties making their contributions punchy and concise. Much is taken for granted and assumed and visual resources such as images and video are often used as a complement to the words to communicate emotionally-charged messages. The course is based on a linguistic perspective on political communication but also takes inspiration from rhetoric, philosophy and psychology. The students may, based on concrete examples from Swedish political debate, analyse for example how information is inferred through word choices and grammar, how metaphors can communicate values and attitudes, and what function the sharing of quotes, images and film clips has in social media. Those who do not realise that something is being implied are vulnerable to manipulation and influence. A special focus in the course is therefore placed on how the reader or the listener can equip themselves by training themselves to discover when and how information is implied.

## Course design

The course consists of lectures, seminars and group exercises.

To pass the course, participation in a compulsory seminar with presentation and discussion of example analyses is required. Missing participation is compensated by written assignment.

## Assessment

Examination takes place partly through a take-home examination and partly through a final oral presentation of a case in groups followed by an individual reflective assignment.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

## Grades

Grading scale includes the grades: Fail, Pass, Pass with distinction

The components take-home exam and oral presentation of a case in groups is assessed with grading scale of Pass – Fail

The component individual written reflection is assessed with grading scale Pass with distinction – Pass – Fail

## **Entry requirements**

General requirements

## **Further information**

- The course is offered at the Centre for Languages and Literature, Lund University.
- The number of credits allocated for course content that is shared in whole or in part with another course can only be credited once for a degree.
- For further details, see current registration and information material.