

Subject	Media - Propaganda and Security			
	Type Obligatory	Semester 5	ECTS 5	Code
Course Lecturer Course Assistant				
Aims and Objectives	<p>This course delves deeply into the interrelationship of media, propaganda, and security in national and international contexts. This course digs into the crucial role of media in shaping public opinion, influencing security policy, and understanding the ethical implications of propaganda in security contexts in an era when information distribution is immediate and influential.</p> <p>Create ways for detecting and counteracting propaganda in security environments.</p> <p>We will address a wide range of literature and practice that makes up "Media and propaganda," including security strategies, misinformation, disinformation keeping in mind the importance of propaganda and disinformation as a big source for conflicts.</p> <p>Regarding the motivations of the various actors (individuals, groups, and institutions), as well as at various analytical levels (examining both domestic</p>			
	<p>and interstate variables). In the end, we will use the concepts of Media, Propaganda and Security that we have learned to simulate a number of situations that we discuss in class. We will put ourselves in the positions of those who are experiencing, or going into a conflict, trying to resolve it, and hoping to maintain stability.</p>			
Learning Outcomes	<p>After the course, students will:</p> <ul style="list-style-type: none"> • Understand the historical and current function of the media in security contexts. • Be able to investigate the impact of propaganda on public opinion and security policies. • Be able to investigate case studies to determine the effect of media narratives on security perceptions. • Be able to evaluate the ethical implications and challenges of media manipulation for security purposes. • Be able to create ways for detecting and counteracting propaganda in security environments. 			
	Course Plan			Week

Course Content	Introduction to Media, Propaganda and Security	1
	The psychology of Propaganda	2
	Media, Public Opinion and Security	3
	Propaganda in Conflict and warfare	4
	Media Manipulation and Cybersecurity	5
	Misinformation and disinformation; strategies and	6
	Colloquium/ first seminar presentations	7
	International Relations and Propaganda	8
	Case Study – Russia & Ukraine	9
	Case Study- Kosovo & Serbia	10
	Propaganda and National Security	11
	Countering Propaganda and Media Literacy	12
	Propaganda, Media and Security in Kosovo – Case Study	13
	Colloquium/ second seminar presentations	14
	Final Exam	15
Teaching/Learning	Teaching/Learning Activity	Weight (%)
	89. Lectures	20%
	90. Discussions/Critique/ Final essay	20%
	91. Exam	50%

Assessment Methods	Assessment Activity	Number	Week	Weight (%)
	61. Homework reviews & class work	Regular	1-12	10%
	62. Seminar Presentations	Regular	1-12	30%
	63. First Colloquium	1	7	30%
	64. Second Colloquium			
	65. Final exam (in case the students choose to do only the exam/not the colloquiums)	1	14	30%
Course resources	Resources	Number		
	96. Classroom			1
	97. Laboratory			1
	98. Moodle			1
	99. Laptop			1
	100. Projector			1
	101. Loud Speake			1

	Activity	Weekly	Total
ECTS Workload	122. Lectures and discussions	2	30
	123. Seminars	1	15
	124. Independent learning	3	70
	125. Final essay	1	8
	126. Colloquiums/Final exam	4	2
Literature/References	<ul style="list-style-type: none"> • Edward Bernays, Propaganda New York: Brooklyn 2005 (1928) • Brooks Jackson and K. Jamieson, Un-Spun: Finding Facts in a World of [disinformation] 2007 • Yochai Benkler and Robert Faris, Network Propaganda: Manipulation, Disinformation, and Radicalization in American 2018 • Kathleen Jamieson, Cyberwar: How Russian Hackers and Trolls Helped Elect a President What We Don't, Can't, and Do Know, 2018 • Mark Van Herpen, Putin's Propaganda Machine: Soft Power and Russian Foreign Policy 2015 • Daniela Stockman, Media Commercialization and Authoritarian Rule in China 2014 • David Mark, Going Dirty: The Art of Negative Campaigning 2006 • Bayles, Martha. Through a Screen Darkly: Popular Culture, Public Diplomacy, and America's Image Abroad (2014) • Bernays, Edward. Propaganda (1928). 		

	<ul style="list-style-type: none">• Brewer, Susan A. Why America Fights: Patriotism and War Propaganda from the Philippines to Iraq (2009).• Cull, Nicholas J. The Decline and Fall of the United States Information Agency: American Public Diplomacy, Ellul, Jacques. Propaganda: The Formation of Men's Attitudes (1973).• Heil, Alan: Local Voices/Global Perspectives: Challenges Ahead for U.S. International Media (2008)• Krenn, Michael L. Fall-Out Shelters for the Human Spirit: American Art and the Cold War (2005)
Note	
Contact	