

Global Communication MA Program – short descriptions of the courses

Theory of Media and Communication

The lectures give insight into main theoretical approaches in the field, starting with McQuail's mass communication theory. The lecture is focused on the rise of mass media, concepts and models, different kinds of theory, normative theories of mass media, alternative traditions of analysis as structural, behavioral and cultural, and mass communication. Firstly, the structure of mass media, media freedom, equality and diversity will be analyzed in a context of principles and accountability, institutions and a problem of global mass communication. Next, an attention will be dedicated to media organizations, its production and context of their activity. In the next part, the main topic of analyses will be content of media as issues, concepts, and methods of analysis. The lectures introduce the theories and research dedicated to audience, audience formation and their experience with the media. Finally, we will concentrate on effect of mass media. The effects, processes of short effect and longer -term and indirect effect will be presented. In the end, the evolution, types, and character and social context of communication will be analyzed.

International Relations

The course is about international relations in the contemporary world with a focus on the political, social and cultural aspects. However, global economic challenges are also discussed in some extent. At the beginning of the course, the historical background of current relations will be given, followed by an overview of the main theoretical approaches in the field. These various paradigms and concepts will be recalled often during the series of lectures to demonstrate how different interpretations, and narrations, influence our insight into processes and events. The lectures consider international relations multidimensionally, focusing on: global trends (globalisation, regionalisation and disintegration); the world order; security issues and factors which shape them; the participants of global relations (states, nations, organisations, movements and individuals); contemporary global problems (e.g. conflicts, population, food and water, ecology, natural resources) and finally area studies (an overview of the trends and situation in various regions of the world). The aim of the lectures is to deliver a basic knowledge of the topic, building a theoretical, and factual, framework for discussion during other courses. The lectures allow for various interpretations and open some questions which demand deeper analyses.

Creative writing

The classes are organized in a form of workshops. They require students to systematically prepare short texts (both literary and functional) aimed at improving one of the workshop skills in creating different types of papers. In addition to practical tasks, involving the preparation of texts improving the writing technique, students become acquainted with selected theoretical problems by the analysis of theoretical literary and literary critic texts or by the lectures delivered by the course instructors. However, theoretical issues will always constitute only the basis for their practical application in a specific text type. The main goal of the course is to educate students in the ability to write non-standard texts with the use of alternative and creative stylistic solutions, and in an efficient movement between selected genres. Students will improve their literary skills; however, selected classes will also be devoted to diagnosing, planning and creating functional texts significant in contemporary social communication. Particular emphasis will therefore be placed on image texts and the design of information texts.

Marketing



Marketing, perceived as the well-defined method of competition in the marketplace, has recently evolved dynamically. The scope of the application of marketing has been shifted from business to non-profit institutions, as well as political ones. The course is mostly based on the examination of complex instruments/components, i.e. product, place, price and promotional strategies. Thus, the components of marketing can be encountered in commercial, as well as political transactions (or life). Nowadays, analyzing, planning, introducing and verifying the effects of marketing seem to be fully recognized and interpreted by the new types of buyers and consumers. Undoubtedly, the course will focus on theory and practice with some economical, sociological, psychological, and even political inputs. Finally, it seems to be reasonable to cite the words of John Burnett from his popular book: "Core concepts of marketing" (2008): "Marketing is advertising to advertising agencies, events to event marketers, knocking on doors to salespeople, direct mail to direct mailers. In other words, to a person with a hammer, everything looks like a nail. In reality, marketing is a way of thinking about business, rather than a bundle of techniques. It's much more than just selling stuff and collecting money. It's the connection between people and products, customers and companies. Like organic tissue, this kind of connection-or relationship-is always growing or dying. It can never be in a steady state. And like tissue paper, this kind of connection is fragile" (pp. 3-4).

Intercultural Communication

The goal of this course is to provide students with knowledge about specificity of interactions occurring between representatives of different cultures and to help them develop intercultural communication competence.

We will start by defining culture, cultural differences, and cultural diversity, and introduce the notion of cultural relativism. The role of culture in verbal and non-verbal communication will be demonstrated, together with the notions of high- and low-context cultures. Some of the most relevant theoretical contributions to the field of intercultural communication will be discussed (Edward Hall's, William Gudykunst's, Young Kim's, Geert Hofstede's). The impact of cultural differences on processes of communication will be analysed together with the approach presenting some intra-cultural differences (based on gender, age, health etc.) as inter-cultural differences. The role of cultural differences in various communication contexts will be presented (interpersonal, group, organisational, mass, family, political, and health communication). Students will also learn about the most important practical applications of intercultural communication: among others, in business and management, in conflict management, in the media, in the sphere of political communication, in development communication, and in health communication.

Introduction to Sociology of Media

The goal of this course is to make students aware of mechanisms through which media influence the transmission and accessibility of information between different groups of people. The issue of impact will be the central topic during the whole course: the impact of culture and society on the media, and the role media play in shaping people's attitudes and behaviors. Functionalist and critical approaches to this problem will be discussed in reference to specific problems: transmission of cultural values, promoting (or fighting with) stereotypes, provoking socially disruptive behaviors, mobilizing audiences through mass media campaign etc. Some of the most relevant theoretical contributions to the field of sociology of media (Lazarsfeld's, Merton's, Gerbner's, Noelle Neumann's, Stuart Hall's, Adorno's, Chomsky's) will be discussed.

The notion and mechanisms of public opinion will be studied, together with the role of public opinion leaders. Social consequences of technological innovations in the media will be debated on.

The issue of innovations in media technology and their impact on the relationship between the



medium and its audiences will be addressed. The role of the new media and potential similarities between the off-line and on-line communities will be also studied.

Global Media

The course offers an interdisciplinary approach to global media. Students will explore key developments in global media industries that result from the globalisation processes whereas both traditional and new media will be taken into consideration. The course provides the students with theoretical foundations of global media such as political economy and network communication. The global media conglomerates will be analysed from the perspective of ownership patterns and presented as crucial nodes in global network communications. During the course students will discuss the relations and tensions between the nation states and arising global media, such as censorship or content blocking and filtering. The course combines approaches from political science and media studies. Students will work individually and in small groups (team work). The participants will be expected to prepare presentations on case studies, take part in discussions, and deliver a report.

Introduction to Public Relations

The aim of this course is to introduce students to the most important theoretical approaches to public relations, as well as to the practical knowledge related to preparation, implementation and evaluation of public relations activities. First part of the course introduces following groups of topics : legal, social, cultural, economic and political context of public relations activities; definitions of public relations; and history and evolution of public relations. Second part of the lectures introduces practical aspects of public relations, including: the most important fields of public relations activities; the most important methods and tools used in public relations; public relations strategies; preparation of public relations activities; implementation of public relations activities; evaluation of public relations activities.

Media Analysis

The aim of the course is to introduce the methodology of data mining and its application in social sciences. The course presents a practical approach to media research. Software and databases that may be used for traditional media content analysis will be explained. Students will work on their own project aimed at content analysis of global media coverage. They will also test new analytical tools to monitor social media and internet's content. Strategies for building social media research will be discussed. Students will work in teams under a press of time, present their empirical findings and search for their explanation. The classes will be organized in a form of workshops.

Interdisciplinary Research Methods

The main aim of the course is to equip Student with a set of tools, enabling them conducting a research of complex social phenomena, from different theoretical perspectives and with the use of multiples research methods, stemming from different disciplines of social sciences. The main premise behind this approach is the holistic approach to social sciences. Limiting research in according to the lines of disciplinary divisions, lowers the effectiveness of a research procedure. Therefore Students will not only gain theoretical knowledge on interdisciplinarity, but will also work on practical solutions to complex research problems.

Among the main forms of coursework are: critical text analysis, discussion, group work, case study and working on own project. After finishing the course, Student should not only postulate interdisciplinary approach in theoretical parts of their writings, but should be able to pursue it empirically. It means that Student will be able to formulate research problem, ask research



questions, formulate hypothesis and construct analytical framework with the use of methods from different disciplines of social sciences, and conduct the research.

Global Business

Business is increasingly globally focused and firms in order to survive have to respond to global challenges. The central goal of this course is to enhance students' understanding of global corporate strategies, tools and practices, employed by firms – both large multinationals and SME - in their investment and trade activities across the globe. The course will use both managerial perspective and business environment perspective, which is outside the firm's direct control. Business strategies will be analysed through the lenses of specific challenges facing firms in the fast-changing global context, such as globalization, regional integration, new communication technologies, global financial system, global supply chain etc. It will also incorporate elements of international business sub-disciplines, such as accounting, corporate finance, management and marketing, human resources and cross-cultural organizational behaviour. In doing so, the course will employ cutting edge theories and academic research to better understand organizational action within an increasingly global environment. To gain more practical insights the workshop part of the course will rely on integrative case studies to examine international business practices and challenges in a specific country context.

Political communication

The course gives insight into the main theoretical approaches in the field of political communication. It is focused on the process of political communication, different concepts and theories. The forms and effects of this process are very important. During the course, students will learn about relations among political actors, the mass media and citizens /voters, political power and power over the media. The forms of political communication as propaganda and political marketing will be discussed. Political campaigns – political and electoral in different political systems will be analyzed. The course concentrates on the nature of political campaigns and functional theories of political campaign discourse. We will focus on the role of traditional and social media, context of political campaigns, news coverage and election outcome. In the second part of course the main tools of political communication will be the leading topics, as professionalization and tools of political communication, public relations and political advertising.

Media and International Conflicts

Main objective of the course is to enable students to develop understanding of the ways in which media interact with international conflicts. In 21st century global television networks and leading social networking sites can determine policies towards conflicts, in particular foreign policy. They also have an impact on public opinion and they frame perceptions of various stakeholders. On the other hand the established media and online media platforms are to a large scale subjected to the influence of propaganda, disinformation, fake news etc. That is why this phenomena require interdisciplinary approach of political science, international studies, media and communication studies combined in supranational context of contemporary wars, crises, conflicts, security issues. This course offers consideration of many dimensions of the media coverage and responses to international conflicts, including complex relationship between various actors (governments, NGO's, international organizations, the military etc.) both at the international scene and within hybrid media environment. Course framework will be based mainly on current affairs so that students could follow up and engage in: analyzing news reporting; defining roles of new media in perception of a conflict; following circulation of imageries of conflict.



Anatomy of Political Propaganda

The workshop starts with the introduction into the research on propaganda as a form of political communication and the definition of propaganda by Jowett and O'Donnell. The first part of the workshop gives the insight into the history of propaganda, with the stress on its use by totalitarian regimes and during wars (war propaganda). The language of propaganda and the role of visual materials as posters and films will be discussed, starting with Klemperer's "The Language of the Third Reich", Great War posters, and Riefenstahl films and ending with the phenomenon of "fake news" online and the use of propaganda in international relations nowadays. The introductory part of the workshop will provide students with knowledge how to analyze propaganda and with the insight into the models of propaganda (Herman and Chomsky) and their verification. In the second part, students work on their own projects, which are focused on the cases of propaganda in history and its contemporary forms and tools.

Soft Power and Public Diplomacy

The course is focused on soft power and its tools, and their relevance in international relations. The lectures give insight into main theoretical approaches in the field, starting with J.S Nye concept of the three dimensions of power. Public diplomacy (and also its new version – the so called New Public Diplomacy) will be discussed as a form of external political communication and the way, governments use the countries' soft power assets and translate their values, culture and foreign policy for foreign audiences. Thus, soft power and its tools are presented as means of contemporary foreign policy, basing on the experiences of superpowers, middle powers and small countries. The lectures introduce also nation branding as a term and as a policy and confront soft power tools with the theory and practice of propaganda. The course integrates approaches from international relations and media and communication studies. Poland's public diplomacy is included into the course as one of the cases.

Public Relations training

This course provides students with the practical knowledge and skills of planning and managing strategic communication campaigns and other types of communicative activities between organizations and their stakeholders. Effective and creative campaign planning and management are central to all public relations activities. The elements of strategic public relations campaign are explored through direct experience. Topics explored include the social and organizational contexts of public relations management, the different types of plans, PR research, strategies for planning, implementing and evaluating public relations campaigns. The course focusses on skills relevant to developing and managing PR campaigns which support organisational goals and result in enhancing reputation. The course looks at different aspects of PR planning such as stakeholder identification, media planning, budgeting and monitoring and evaluation across a range of media including social media. The course also outlines key PR activities such as making presentations, PR writing, publications planning and an understanding of relevant messages and the features of different communication channels. This course represents an opportunity to bring together and apply knowledge students have already learned in other public relations and communication courses. Several profit oriented as well as public communication campaigns will be analysed.

Media Law and Human Rights

Rapidly developing and interdisciplinary branch of law called media law, naturally permeates with human rights. The course will present both general and specific fields of media law. First we will define the legal character and historical background of this branch of law, what allows to recognize the different character of structural media law and that part, which directly concerns the freedoms and responsibilities on both sides - users and publishers or broadcasters.



I.e. why freedom of media is not the same what freedom of expression (Art. 10 ECHR) or personal freedom in common law approach (i.e. 1st Amendment to American Constitution). The other issues are more detailed and peculiar but the scope of the Course will cover also - law of defamation, special legal situation of public persons and politicians, right to information and access to state documents, judicial process and governmental meetings, intellectual property rights, responsibility and censorship in the press, extreme content, leaks, fake news etc. Close to the end we will reflect on the role of proper political culture and the future development of media and law, which tries to regulate it and protect the users. Sources will include books, legal acts and case law.

Master seminar – International Relations

This Master seminar is focused mainly on political aspects of international relations and offered to all the students, who would like to deepen their knowledge and develop their skills in analyzing various processes and events which dominate in contemporary world politics and discourse. Students will be encouraged to apply theoretical approaches as well as to look closer at the case studies.

Master thesis can concern following areas: impact of globalization (political, social and cultural aspects), global problems (e.g. environment, demographical changes, food and water, natural resources, poverty, identity), multidimensional security and conflicts in the contemporary world, regional cooperation and governance including the EU and European integration in the context of international relations, foreign policy of states. The suggested MA topics can also focus on area studies considering political events and processes in various regions of the world.

MA seminar – Media and Communication

This Master seminar is focused on Media and Communication and offered to all the students, who would like to deepen their knowledge and develop their skills in analyzing media, international communication and especially the diverse forms of external political communication as public diplomacy and nation branding, or international public relations and foreign image policy.

The MA theses will relate to relations between media and politics especially with regard to foreign policy. Students will be encouraged to conduct empirical research on media content. The suggested MA topics can also encompass international flow of messages, the impact of media moguls on the conduct of politics, especially on foreign policy, the coverage of important events by media (news judgment), CNN effect and its verification, coverage of wars and disasters. It is also possible to write a thesis on cultural diplomacy and media events.

Crisis Communication

This course is focused on communication activities of companies, organizations and institutions when hit by crisis. In an 24/7 always-on media environment communication remains the one common factor which needs to be handled, no matter what the origin of a crisis is. Participants will discuss the crises' effects which may lead to irreparable damage to the reputation and image. Classwork activities will cover key stages of crises communication management practices: (1) pre-crisis, (2) crisis response, and (3) post-crisis. Participants will develop case studies to analyse the communication responses to crises situations from local to global level, depicting variety of crises implications inter alia of financial, business, social, personal, political nature. This course objective is to prepare attendants for recognition of typical characteristics of a crisis. It will improve understanding of stakeholder reactions during crisis events and as well it will train skills necessary in developing key messages and communication plans or strategies. Over the course, recent research trends and rudimentary crisis communications theories are to be presented.



Migration as a Global Issue

The course is prepared as an introduction to the international migration both from the theoretical and empirical perspective. While studying the interdisciplinary and complex nature of migration, students will be analysing readings from economics, political science, geography, demography, sociology, and other disciplines in order to learn the causes and effects of this process.

We will study the mechanism of international migration to answer the main questions: 1) why do people migrate, 2) what are the categories of migrants, 3) what are the consequences of migration for sending and receiving societies, 4) what are the challenges of migration governance. The language of the public debate on migration, as well as media coverage of this issues will be one of the crucial element of the entire course.

Development Communication

The topics covered in this course range from the broad, such as development communication theories and definitions, to the specific, such as strategies and models. As the topic of the course is very wide, the aim of it is - firstly - to equip students with general knowledge in the area, which allows them to precisely distinguish differences between concepts such as media for development, media development, media assistance, communicating development, media aid projects, foreign broadcasting and agenda. Afterwards students, while improving their analytical and managements skills, will study different initiatives on development communication conducted in different parts of the world, at different times, by different stakeholders and with different results. It will show them some imperfections and failures, as well as some challenges and concepts: all that should be taken into account as soon as they become leaders of global communication responsible for implementing any activities on development communication.

Strategic Communication

The course consist of two modules. Module I (Theoretical framework of strategic communication) provides the students with theoretical foundations of the course, that is, crisis communication, communication management, media relations. The focus will be put on global context of strategic communication of certain types of actors such as nation states, international companies, NGOs. This global environment and particularly culture and language barriers impose certain limitations to the process of effective communication.

Students will be confronted with several case studies to explore the organisation of the process. The second module (The practice of strategic communication) is aimed at providing the students with the practical abilities to prepare strategic communication plan to reach audiences in global context. Students will be expected to prepare and present a plan that aims at reaching certain target audience with precisely defined key message through selected channels. As a result, the participants should be able to understand the logic of strategic communication and be able to provide their own comment to the presented material.

Specialization Project – Integration of migrants from city perspective

The aim of this specialization project is to learn how cities develop and implement its local integration strategies for migrants. In the first part of the project students will analyse the implemented local policies from European cities. The process requires desk research, analysis of strategic document from cities divers departments and institutions, evaluation reports, public information campaigns, as well as research on the results of local policies.



In the second part of the project students will focus on the case of Wrocław in order to develop their own strategy for migrant's integration in the city. Beside the analysis of the statistical data, students will conduct field work using diverse research techniques from social science.

Specialization project

The main goal of this specialization project is for the student to create their own project of social campaigns in the field of development. The first step will be to review different international or regional social campaigns conducted on development or/and related issues; and then the analysis of their stakeholders, assumed goals and achieved (or not) results, implemented PR activities, as well as sources of funding. The second element will be to research the level of social awareness in the field of development and related issues – it will allow the planning of actions to be taken to increase this awareness or even change it (for example in terms of relations between development and personal security). Acquiring the knowledge concerning theory of development, sociology, communication and media, public relations, social and celebrity diplomacy will be the third element and its goal will be to equip the students with a wide and interdisciplinary perspective on the specialization projects they will be asked to prepare. Having such a practical and theoretical base students will work out their own campaign concept, starting from its basic theme and ending with the assumed effects. Therefore, each student will be participating in the creation of an original project on development that could be implemented in practice, provided that sources of financing are available to find.

Specialisation project - Internationalisation strategies of emerging country multinationals

Multinational corporations from emerging countries (EMNC) have become increasingly important players in the global business landscape. From Chinese Huawei to Indian TATA they have made inroads in overseas markets, both in developed and developing countries.

This course main objective is to develop competence and understanding of EMNC ventures in the global economy, their business strategies, entry modes and competitive advantages vis-à-vis the developed countries' counterparts. Of particular importance will be political and social legitimization strategies, which are among key challenges of multinational companies operating in the globalized world. That said, it is imperative to understand how these strategies may be effective in building market position in host countries against usual suspects, i.e. Western corporations that have traditionally had a strong international presence. The course will mostly use case studies to examine and discuss particular legitimization strategies of EMNC geared towards building competitive advantage on foreign markets.

Cultural Diplomacy

Cultural diplomacy in its contemporary meaning might be seen as a subnetwork of public diplomacy, as a relational and potentially symmetric form of international relations, which builds a platform for better understanding, while contributing to the creation of an international public sphere. The relationships that result from participation in international exchanges and cultural events construct a sphere for dialogue. Thus, cultural diplomacy is defined as a tool of foreign policy, serving for understanding among actors of international relations, while involving them into interactions focused on culture. In cultural diplomacy hierarchical flows are replaced nowadays by multidirectional flows, interpersonal encounters seem to be as important as achieving any political goals. However, cultural diplomacy has a long tradition and was used by governments – but also by non-state actors of international relations – not only for the development of the network of good human relations worldwide, but also to achieve national interests. In other words, it can be used by governments as an instrument, to strengthen or reposition the state internationally. Thus, culture is considered as a resource of state power



and cultural diplomacy serves as a tool in international relations, reflecting the preferences of decision – makers and the specifics of decision-making process in general.

The course gives insight into the theory and practice of cultural diplomacy, its structures, objectives and tools. On the basis of case studies, students will analyse cultural diplomacy efforts and while working on papers, learn the basics of cultural diplomacy projects as cultural diplomacy events.

The course is taught by two teachers, both with a record in research on cultural diplomacy from two angles: theory of international relations and foreign policy and public diplomacy, media and communication

Branding Smart Cities

The unprecedented growth of contemporary cities challenges them to engage not only into a mutual competition through inventing ever more efficient, or smart, modes of organization of their urban life, but also to re-invent themselves. The latter task is being achieved by promoting themselves through global communication channels. The aim of the class is to acquaint students with the ideas and guidelines underlying the task of successful branding of the smart cities on a global scale.

Branding smart cities, as a branch of a more general art of branding localities and places, involves the task of re-invention, re-description, and promotion of the features characteristic of a city aimed at enhancing its developmental prospects. As such, the process implies construction and promulgation of imaginative narratives, persuasively conveying the sense of uniqueness of a city, encouraging an emotional relationship to it, and supporting its image as an attractive centre of social, economic and cultural life.

The thus defined task of branding a city can be successfully discharged through observation of several guidelines. They may be encapsulated in the concepts of: uniqueness, trust, innovation, emotionality, inclusiveness and opportunity. Through stressing the distinctive features of the branded city, the message is to convey its unique identity. The message of uniqueness of the city may be successful when based on the trustworthiness and responsibility of the communicated narrative. A trustworthy message can achieve the effect of persuasiveness through an innovative re-description of the history and the condition of the city, aimed at communicating its intrinsic resilience and potential. The imaginative employment of concepts referring to emotionality, signalling the inclusiveness of the city, serves as a mode of building a personal identification with it, thus fostering the image of the city as a place of opportunities. The above guidelines and techniques of their application will be the subject of the class. The class will involve a study of the existing theoretical approaches along with an analysis of the successful and failed cases of branding of selected cities.

Corporate Communication

The purpose of the course is to introduce students to the concepts, functions and tools of corporate communication. The course focuses on how organisations communicate strategically in order to manage their reputation as well as to develop effective relationships with internal and external stakeholders. Corporate communication is analysed as a strategic management function. Several strategies and tactics are outlined which help organisations to achieve their planned objectives both internally and externally. The key concepts of stakeholder engagement, reputation management and corporate identity are presented not only from theoretical but from practical perspectives too. The course also covers the key areas of corporate communications, such as media relations, issues management, internal communication, public affairs and corporate social responsibility. This course is designed to provide students with a sound understanding and appreciation of corporate communication strategies and tools together with their applicability to both profit and non-profit organizations. Special attention is devoted to the



global and international context of corporate communication. Several case studies and real life examples are presented and analysed during the course.

Diplomatic Protocol

The course is focused on instruments and methods of contemporary diplomacy recognised as an institution of international relations with particular reference to diplomatic protocol. The process of institutionalization within diplomacy has taken place on three different levels: the development of diplomatic protocol at the first symbolic and cognitive level; reciprocity, precedence and diplomatic immunity at the second level of rules; and diplomatic ranks at the third, organizational level (Jönsson, Hall 2005). Thus diplomatic protocol can be defined as shared symbols, language, references and code of interpretation in the relations between diplomats/officers representing states.

The aim of the course is to introduce general rules, norms and methods of diplomatic protocol. Students will gain fundamental knowledge of protocol and etiquette in diplomatic world. First part of the course introduces the following topics: introduction to contemporary diplomacy, definitions of diplomatic protocol; historical development of diplomatic protocol; aims and functions of diplomatic protocol in contemporary official relations. The second part focuses on topics of precedence, organization of ceremonial, official and occupational visits; diplomatic receptions, meetings and conferences; etiquette: savoir-vivre, and dress code.





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