MLCOM 6393-Propaganda
Dr. Livia Bornigia
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Office Hours:
Monday, 11:00-1:00pm, 3:30-4:30pm
Tuesday, 2:30-4:30pm
Wednesday, 11:00-noon
Thursday, 2:30-4:30pm
Friday, by appointment

Address:
1311 Branard Street, Communication House Annex, 2nd floor

Course Description:
Welcome to propaganda. This semester we will explore the historical and social contexts in which various types of propaganda have occurred, both past and present. Discussions will range from the Nazi regime’s use of propaganda techniques to specific case studies in politics, war, advertising and public relations. We will also look at the role of film and documentary making in aiding or denouncing propaganda. This course has written and oral components. During the semester, you may see and hear things with which you disagree; allow yourself to be challenged and keep an open mind, it is the best way to fine-tune critical thinking skills.


Grading criteria:
Case Study 25%
Exam I 20%
Exam II 20%
Homework/Quizzes 10%
Propaganda Journal 15%* (Handout to follow)
Attendance/participation 10%

Participation and attendance are crucial towards a successful outcome in this class. In addition to losing the 10%, repeated absences, chronic lateness/early departure from class will severely affect your grade and may cause you to fail the class. Regardless of the reason for the absence, it is your responsibility to keep up with readings and assignments. There will be no make-up quizzes.

Also, please note that there will be no make-up opportunities for the case studies presentation; make-up exams are permitted for very serious & documented reasons on a case-by-case basis.

Please note: if you have a documented disability that may affect your work in this class, contact me to discuss your needs. Additionally, you will need to register with the Counseling and Disability Services Office in Crocker Center at (713)525-2169/6953.
**A note on plagiarism:** I expect the highest level of academic honesty. Any form of plagiarism (written or oral) or dishonesty may cause you to fail the class. Additionally, I will file a report with the committee for academic dishonesty, which may cause you to be dismissed from the university.

Have a wonderful semester and do not hesitate to seek my assistance outside of class.

**Outline (tentative and subject to change):**

1/25 Introduction & Basic Communication Model

2/1 What study propaganda? Chapter 1
2/8 Continued/ "Hot Coffee"

2/15 How to analyze propaganda Handout & Notes

2/22 Propaganda in History Chapter 2
3/1 Continued/ "Leni Reifenstahl"

3/8 Techniques of Propaganda Chapter 3

3/15 **Spring Break**

3/22 **Guest lecture**

3/29 Ethics and Propaganda Chapter 4
"Mea Maxima Culpa"
**Mid-terms due**

4/5 Advertising and PR Ethics Chapter 5
"Fed-Up"

4/12 Continued Corporate Case Study & the power of the media; "Wal-Mart: the High Cost of Low Prices"

4/19 In-class work/update on case study presentations

4/26 In-class work/update on case study presentations

5/3 **In-Class case Study Presentations**

**Final Exam:** Wednesday May, 6-8:30pm, in this classroom.