LN307-15 Propaganda and Persuasion in Modern Europe

26/27

Department
School of Modern Languages and Cultures
Level
Undergraduate Level 2
Module leader
Leticia Villamediana Gonzalez
Credit value
15
Module duration
10 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

Description

Introductory description

This module examines the role played by propaganda in modern Europe (from 1930 to 1975). In particular, we will look at how propaganda has been created, disseminated and received in France, Germany, Italy and Spain.

Module web page

Module aims

The aim of this module is to explore the ways in which propaganda has shaped modern Europe in the twentieth century and continues to shape Europe today. This will be done through close textual and film analysis of a range of different materials - from film to posters and from radio programmes to cartoons and caricatures - examining the diverse ways in which propaganda has been produced and received across linguistic, cultural and national borders.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be

covered. Actual sessions held may differ.

Week 1. Introduction to propaganda in modern Europe.
To include an overview of definitions of propaganda, theories of propaganda production, engagement with principal secondary material. *All seminars and lectures will engage with material in the target language AND in translation to ensure the material is accessible to students from across the School. Lectures and seminars will be delivered in English.

Week 2. Propaganda in Spain during the Civil War (1936-1939)
The lecture and seminar this week will focus on the primary types of images used by propagandists of both the Republican and Franco's fronts during the Spanish Civil War (1936-1939). We will mainly focus on visual culture, exploring issues such as culture and art, gender and atrocity propaganda.

Week 3. Propaganda during Franco's Regime (1939-1975)
This week we will look at the control and manipulation of public opinion during Franco's dictatorship (1939-1975), focusing on the use and manipulation of myths and history, as well as on the role of education, media and Fascist institutions.

Week 4. Propaganda in Germany, 1940-1944
The lecture and seminar this week will consider the ways in which propaganda was produced and received in Germany during the Nazi regime in World War II and in particular the imposition of Goëbbels’s maxims of propaganda.

Week 5. Propaganda in Germany
The lecture and seminar for this session will look at the Nazi government’s dissemination and use of “atrocity propaganda” to legitimate its invasion of Poland, in particular, and to boost the morale of the military and the civilian population as defeat looked increasingly likely. In this regard, the role of gender in atrocity propaganda will be a central theme.

Week 6. Reading Week.

Week 7. Propaganda in Italy: the cult of the Duce in Fascist Italy: 1922 - 1945
The lecture and seminar this week will offer an overview of the ways in which Fascism established itself through various forms of propaganda, aiming to create a powerful cult of the Italian dictator Mussolini. Examples will include visual art, speeches and other initiatives which targeted all sectors of society.

Week 8. Propaganda in Italy: the ‘cult of youth’ from Risorgimento to Fascism
The lecture and seminar this week will focus more specifically on the central role played by Italian youth during the period leading to the unification of Italy (1871). Discussion will centre around the ways in which youth became a very powerful political and symbolic category, and will show how the same themes would be later appropriated and revised by Fascist propaganda (1922 – 1945).

Week 9. Propaganda in France and the francophone world I: 1933-1954
The lecture and seminar this week will offer an overview of the ways in which propaganda was produced and received in various forms in the course of French history from the final years of the Third French Republic via the Occupation of France and Vichy regime in World War II to the outbreak of the Algerian War of Independence.

Week 10. Propaganda in France and the francophone world II: 1954-1974

The lecture and seminar this week will offer an overview of the ways in which propaganda was produced and received in France and the francophone world from the Algerian War of Independence to the end of the Gaullist period with the death of Georges Pompidou in 1974.

Learning outcomes

By the end of the module, students should be able to:

- Greater insight into the ways in which propaganda has been produced and received in modern Europe.
- Refined knowledge and understanding of the definition of propaganda in a range of contexts.
- Intercultural awareness, understanding and competence.
- Ability, willingness and openness to engage with other cultures, appreciating their distinctive features
- Knowledge, awareness and understanding of one or more cultures and societies, other than their own.
- Ability to access, read and critically analyse primary and secondary source materials in target language
- Knowledge of aspects of the cultures, communities and societies where target language is used
- Familiarity with the methodologies and approaches appropriate to the discipline

Indicative reading list

Reading lists can be found in Talis

Specific reading list for the module

International

All modules delivered in SMLC are necessarily international. Students engage with themes and ideas from a culture other than that of the UK and employ their linguistic skills in the analysis of primary materials from a non-Anglophone context. Students will also be encouraged to draw on the experiences of visiting exchange students in the classroom and will frequently engage with theoretical and critical frameworks from across the world.

Subject specific skills

This module will develop students' linguistic skills through engaging with primary materials in the target language. It will build students' capacity to engage with aspects of European culture through analysis of this primary material and through seminar discussion aimed at deeper critical thinking. In particular, students' awareness of propaganda and persuasion in Modern Europe will be enhanced through lectures and seminars which engage in scholarship in the field.

Transferable skills

All SMLC culture modules demand critical and analytical engagement with artefacts from target-

language cultures. In the course of independent study, class work and assessment students will develop the following skills: written and oral communication, creative and critical thinking, problem solving and analysis, time management and organisation, independent research in both English and their target language(s), intercultural understanding and the ability to mediate between languages and cultures, ICT literacy in both English and the target language(s), personal responsibility and the exercise of initiative.

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Seminars	9 sessions of 1 hour (6%)
Private study	132 hours (88%)
Total	150 hours

Private study description

No private study requirements defined for this module.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A4

Assessment component	Weighting	Study time	Eligible for self-certification
Video presentation	30%		Yes (extension)

10-minute individual video presentation comparing two primary sources

Reassessment component is the same

	Weighting	Study time	Eligible for self-certification
Assessment component			
Assessed Essay 2250-2500	70%		Yes (extension)
Reassessment component is the same			

Feedback on assessment

Feedback will be provided in the course of the module in a number of ways. Feedback should be understood to be both formal and informal and is not restricted to feedback on formal written work. Oral feedback will be provided by the module tutor in the course of seminar discussion. This may include feedback on points raised in small group work or in the course of individual presentations or larger group discussion.
Written feedback will be provided on formal assessment using the standard SMLC Assessed Work feedback form appropriate to the assessment. Feedback is intended to enable continuous improvement throughout the module and written feedback is generally the final stage of this feedback process. Feedback will always demonstrate areas of success and areas for future development, which can be applied to future assessment. Feedback will be both discipline-specific and focussed on key transferrable skills, enabling students to apply this feedback to their future professional lives. Feedback will be fair and reasonable and will be linked to the SMLC marking scheme appropriate to the module.

Availability

Courses

This module is Core optional for:

- Year 2 of UHPA-QR34 Undergraduate English and Hispanic Studies
- Year 2 of UHPA-QR3B Undergraduate English and Hispanic Studies (3 year)
- Year 3 of UFRA-R102 Undergraduate French Studies (3 year)
- Year 3 of UFRA-R1VB Undergraduate French and History (3 year)
- Year 4 of ULNA-R1A3 Undergraduate French with Italian
- Year 2 of UGEA-RN21 Undergraduate German and Business Studies
- Year 4 of UHPA-R400 Undergraduate Hispanic Studies
- Year 4 of ULNA-R4V1 Undergraduate Hispanic Studies and History
- Year 4 of ULNA-R4RH Undergraduate Hispanic Studies and Italian
- Year 2 of UITA-RQ38 Undergraduate Italian and Classics

This module is Optional for:

- Year 4 of ULNA-QR37 Undergraduate English and German
- Year 3 of UHPA-QR3B Undergraduate English and Hispanic Studies (3 year)
- Year 2 of ULNA-QR38 Undergraduate English and Italian
- Year 4 of UGEA-R2V1 Undergraduate German and History
- Year 2 of UHPA-R401 Undergraduate Hispanic Studies (3 year)
- UHPA-RP44 Undergraduate Hispanic Studies with Film Studies
    - Year 2 of RP44 Hispanic Studies with Film Studies (3 Year)
    - Year 3 of RP44 Hispanic Studies with Film Studies (3 Year)
- Year 4 of UITA-RQ38 Undergraduate Italian and Classics
- Year 2 of ULNA-R3L4 Undergraduate Italian and Economics (4-year)
- Year 4 of UPOA-M165 Undergraduate Politics, International Studies and Italian

This module is Core option list A for:

- Year 3 of UFRA-QR3C Undergraduate English and French (3 year)
- Year 4 of UHPA-QR34 Undergraduate English and Hispanic Studies
- ULNA-QR00 Undergraduate English and Italian (3 Year)
    - Year 2 of QR00 English and Italian (3 Year)
    - Year 3 of QR00 English and Italian (3 Year)
- Year 4 of ULNA-R1L4 Undergraduate French and Economics (4-year)
- Year 4 of ULNA-R1A8 Undergraduate French with Japanese
- ULNA-R2L4 Undergraduate German and Economics (4-year)
    - Year 2 of R2L4 German and Economics (4-year)
    - Year 4 of R2L4 German and Economics (4-year)
- Year 2 of UGEA-RW24 Undergraduate German and Theatre Studies
- UHPA-R400 Undergraduate Hispanic Studies
    - Year 2 of R400 Hispanic Studies
    - Year 4 of R400 Hispanic Studies
- Year 4 of ULNA-R4RF Undergraduate Hispanic Studies and French
- Year 4 of ULNA-R4RG Undergraduate Hispanic Studies and German
- Year 2 of ULNA-R4V1 Undergraduate Hispanic Studies and History
- UHPA-R4W4 Undergraduate Hispanic Studies and Theatre Studies
    - Year 2 of R4W4 Hispanic Studies and Theatre Studies
    - Year 4 of R4W4 Hispanic Studies and Theatre Studies
- Year 4 of UHPA-R4T1 Undergraduate Hispanic Studies with Chinese
- Year 4 of UHPA-RP43 Undergraduate Hispanic Studies with Film Studies
- Year 4 of ULNA-R4RL Undergraduate Hispanic Studies with Italian
- Year 4 of UHPA-R4R7 Undergraduate Hispanic Studies with Russian
- Year 2 of UITA-R3V2 Undergraduate History and Italian
- Year 3 of UFRA-R903 Undergraduate Modern Languages (3 year)

This module is Core option list B for:

- Year 2 of ULNA-QR37 Undergraduate English and German
- Year 4 of ULNA-RR14 Undergraduate French and German
- Year 4 of ULNA-R4RF Undergraduate Hispanic Studies and French
- Year 4 of ULNA-R4RH Undergraduate Hispanic Studies and Italian

- Year 4 of UHPA-R4T6 Undergraduate Hispanic Studies with Arabic
- Year 4 of UFRA-R900 Undergraduate Modern Languages

This module is Core option list C for:

- Year 3 of ULNA-R2L5 Undergraduate German and Economics (3 year)
- Year 2 of ULNA-R9Q1 Undergraduate Modern Languages and Linguistics
- ULNA-R9QC Undergraduate Modern Languages with Translation Studies
    - Year 2 of R9Q9 Modern Languages with Translation and Transcultural Studies
    - Year 4 of R9Q9 Modern Languages with Translation and Transcultural Studies
- ULNA-R9Q9 Undergraduate Modern Languages with Translation and Transcultural Studies
    - Year 2 of R9Q9 Modern Languages with Translation and Transcultural Studies
    - Year 4 of R9Q9 Modern Languages with Translation and Transcultural Studies

This module is Core option list D for:

- Year 2 of UFRA-R101 Undergraduate French Studies
- Year 4 of ULNA-RR14 Undergraduate French and German
- Year 4 of ULNA-RR15 Undergraduate French and Italian
- Year 4 of ULNA-R4RG Undergraduate Hispanic Studies and German
- Year 2 of ULNA-R9Q4 Undergraduate Modern Languages and Linguistics (3 Year)

This module is Core option list E for:

- Year 4 of ULNA-R4L1 Undergraduate Hispanic Studies and Economics (4-year)
- Year 4 of ULNA-R3L4 Undergraduate Italian and Economics (4-year)
- Year 2 of UFRA-R903 Undergraduate Modern Languages (3 year)

This module is Core option list G for:

- Year 4 of ULNA-R1A4 Undergraduate French with Spanish

This module is Option list A for:

- Year 3 of UFRA-QR3A Undergraduate English and French
- Year 2 of UHPA-QR34 Undergraduate English and Hispanic Studies
- Year 2 of ULNA-QR38 Undergraduate English and Italian
- UFRA-R10P Undergraduate French Studies
    - Year 4 of R10P French Studies (Part-Time)
    - Year 5 of R10P French Studies (Part-Time)
    - Year 6 of R10P French Studies (Part-Time)
- Year 2 of UFRA-R102 Undergraduate French Studies (3 year)
- Year 2 of UFRA-R1VB Undergraduate French and History (3 year)
- UFRA-R1WC Undergraduate French with Film Studies (3 year)
    - Year 2 of R1WC French with Film Studies (3 year)
    - Year 3 of R1WC French with Film Studies (3 year)
- Year 2 of UGEA-R200 Undergraduate German Studies
- Year 4 of UGEA-RN21 Undergraduate German and Business Studies
- UGEA-RN22 Undergraduate German and Business Studies

    - Year 2 of RN22 German and Business Studies (3Yr)
    - Year 3 of RN22 German and Business Studies (3Yr)
- Year 4 of UGEA-RW24 Undergraduate German and Theatre Studies
- UGEA-RW25 Undergraduate German and Theatre Studies (3-year)
    - Year 2 of RW25 German and Theatre Studies (3-year)
    - Year 3 of RW25 German and Theatre Studies (3-year)
- Year 2 of UGEA-RP33 Undergraduate German with Film Studies
- Year 3 of UHPA-R401 Undergraduate Hispanic Studies (3 year)
- Year 2 of UHPA-R4W5 Undergraduate Hispanic Studies and Theatre Studies
- UHPA-RP43 Undergraduate Hispanic Studies with Film Studies
    - Year 2 of RP43 Hispanic Studies with Film Studies
    - Year 4 of RP43 Hispanic Studies with Film Studies
- UHPA-RP44 Undergraduate Hispanic Studies with Film Studies
    - Year 2 of RP44 Hispanic Studies with Film Studies (3 Year)
    - Year 3 of RP44 Hispanic Studies with Film Studies (3 Year)

This module is Option list B for:

- Year 2 of UFRA-QR3C Undergraduate English and French (3 year)
- Year 4 of ULNA-QR38 Undergraduate English and Italian
- Year 4 of UFRA-R101 Undergraduate French Studies
- Year 2 of UFRA-R10P Undergraduate French Studies
- Year 3 of UFRA-R102 Undergraduate French Studies (3 year)
- Year 4 of UFRA-R1VA Undergraduate French and History
- Year 2 of ULNA-R1WB Undergraduate French and Theatre Studies
- Year 2 of UFRA-R1WA Undergraduate French with Film Studies
- Year 2 of UFRA-R1WC Undergraduate French with Film Studies (3 year)
- Year 4 of UGEA-R200 Undergraduate German Studies
- Year 2 of ULNA-R2L5 Undergraduate German and Economics (3 year)
- Year 2 of UGEA-R2V1 Undergraduate German and History
- Year 2 of UGEA-RW25 Undergraduate German and Theatre Studies (3-year)
- Year 4 of UHPA-RP43 Undergraduate Hispanic Studies with Film Studies
- Year 4 of UITA-R3V2 Undergraduate History and Italian
- Year 2 of UITA-R3W5 Undergraduate Italian with Film Studies
- UPOA-M163 Undergraduate Politics, International Studies and French
    - Year 2 of M163 Politics, International Studies and French
    - Year 4 of M163 Politics, International Studies and French
- UPOA-M164 Undergraduate Politics, International Studies and German
    - Year 2 of M164 Politics, International Studies and German
    - Year 3 of M164 Politics, International Studies and German
    - Year 4 of M164 Politics, International Studies and German
- Year 3 of UPOA-M16D Undergraduate Politics, International Studies and German (3 year degree)
- UPOA-M166 Undergraduate Politics, International Studies and Hispanic Studies
    - Year 2 of M166 Politics, International Studies and Hispanic Studies
    - Year 3 of M166 Politics, International Studies and Hispanic Studies
    - Year 4 of M166 Politics, International Studies and Hispanic Studies

- Year 3 of UPOA-M16H Undergraduate Politics, International Studies and Hispanic Studies (3 year degree)
- UPOA-M165 Undergraduate Politics, International Studies and Italian
    - Year 2 of M165 Politics, International Studies and Italian
    - Year 3 of M165 Politics, International Studies and Italian

This module is Option list C for:

- Year 4 of UFRA-QR3A Undergraduate English and French
- Year 3 of UFRA-R10P Undergraduate French Studies
- ULNA-R1L5 Undergraduate French and Economics (3 year)
    - Year 2 of R1L5 French and Economics (3 year)
    - Year 3 of R1L5 French and Economics (3 year)
- Year 3 of UFRA-R1WC Undergraduate French with Film Studies (3 year)
- Year 4 of UGEA-RW24 Undergraduate German and Theatre Studies
- Year 2 of UGEA-RP33 Undergraduate German with Film Studies
- Year 2 of ULNA-R4L1 Undergraduate Hispanic Studies and Economics (4-year)
- Year 2 of UHPA-RP43 Undergraduate Hispanic Studies with Film Studies

This module is Option list D for:

- Year 3 of ULNA-QR38 Undergraduate English and Italian
- Year 2 of ULNA-R1L4 Undergraduate French and Economics (4-year)
- Year 2 of UGEA-RW24 Undergraduate German and Theatre Studies
- Year 3 of UGEA-RW25 Undergraduate German and Theatre Studies (3-year)
- Year 4 of UGEA-RP33 Undergraduate German with Film Studies
- Year 3 of ULNA-R4LA Undergraduate Hispanic Studies and Economics (3-year)
- Year 2 of UHPA-R4W4 Undergraduate Hispanic Studies and Theatre Studies
- Year 4 of UITA-R3W5 Undergraduate Italian with Film Studies
- Year 3 of ULNA-R9Q4 Undergraduate Modern Languages and Linguistics (3 Year)

This module is Option list E for:

- Year 4 of ULNA-RR15 Undergraduate French and Italian
- Year 4 of ULNA-R9Q1 Undergraduate Modern Languages and Linguistics

This module is Option list F for:

- Year 4 of UFRA-R1WA Undergraduate French with Film Studies
- Year 4 of UGEA-RP33 Undergraduate German with Film Studies
- Year 2 of UFRA-R900 Undergraduate Modern Languages

This module is Option list G for:

- Year 2 of UFRA-QR3A Undergraduate English and French
- Year 2 of UFRA-R1VA Undergraduate French and History
- UFRA-R1WA Undergraduate French with Film Studies
    - Year 2 of R1WA French with Film Studies
    - Year 4 of R1WA French with Film Studies

This module is Unusual option for:

- Year 3 of ULNA-R4RG Undergraduate Hispanic Studies and German