**JKM002 Political Leadership in the Era of Social Media, summer semester 2023**

**Lecturer:**

**Anna Shavit,** [anna.shavit@fsv.cuni.cz](mailto:anna.shavit@fsv.cuni.cz)**,**

**Mazlum Dagdelen,** [mazlum.dagdelen@fsv.cuni.cz](mailto:mazlum.dagdelen@fsv.cuni.cz),

special lecturer **Silvija Vuković**, [silvija.vukovic@fsv.cuni.cz](mailto:silvija.vukovic@fsv.cuni.cz)

**Room: H112**

**Course Moodle:** <https://dl1.cuni.cz/course/view.php?id=8760>

**Credits: 6 ECTS**

**Date: Wednesday 14.00–15.20**

**Knowledge Acquisition:**Students will be required to keep up with the required readings (there will be specific literature assigned to lectures), actively participate in classes, write position papers, and engage in discussions.

**Requirements:**The students will work on four short essays and present their conclusions. We expect students to consult the selected topics of their papers with the teacher. They will get detailed feedback on these essays, and in some cases, they may be obliged to re-write them. **To complete the course, the student must hand in 4 out of 5 position papers (each paper is three pages, 1800 signs including spaces) and pass the final written exam (we will explain the style, the student will receive a specific topic and write an essay within 48 hours).** Each paper is 15 points, and the final report is 40 points. The class's performance and active engagement represent 60 percent of the final score, and the exam represents 40 percent.**Papers should be handed in the folders in course Moodle.**

**Assignments: 4 papers (out of 5), a final written essay, and active class participation.**

**Course Objectives:**What makes a great leader? How do we define the leader and the leadership? The course will examine this issue from various perspectives. We will look at multiple historical examples and current leaders, and we will try to determine the qualities of their () leadership.

Nelson Mandela, Alexander the Great, Martin Luther King, Wolodymyr Zelenskyy, Gandhi, Bill Gates, Steve Jobs, AOC influential leader - too young? To extreme? Is it good or bad? There are modern and ancient leaders; we will look at texts such as Plato's Republic, Sun Tzu, The Art of War, and others.

Additionally, we will analyze media relations and how social media determine current leadership. The coursework will hugely consist of reading study materials and writing papers on various issues. E.g., students will choose a natural leader and try to determine the qualities of their () leadership.

**Course structure:**

**Session 1, February 15:** Information about the course, coursework, etc. *Anna Shavit*

* introduction to the theory of leadership
* <https://www.iep.utm.edu/republic/>
* <https://de.slideshare.net/cathpain/philosophy-and-leadership-the-classical-model>
* assigned reading for the next session (will be specified and available in the course Moodle)

**Session 2, February 22:** What is political leadership I.? *Anna Shavit*

* historical examples, changes in the understanding of the leadership
* assigned reading for the next session (will be specified)

**Session 3, March 1:** What is political leadership II.? *Anna Shavit,*

* what makes a great leader?
* Political image, PR, marketing?

*1st written assignment – the deadline is Monday, March 6*

**Session 4, March 8: Children and Leadership. Construction of leaders: A case study of children´s magazine in Cyprus** *Mazlum Kemal Dagdelen*

* *How are the Turkish Cypriot leaders represented in the Turkish Cypriot children’s magazines?*
* *What are the nodal points around which Turkish Cypriot leadership is constructed?*

*2nd written assignment – the deadline is Monday, March 13*

**Session 5, March 15:** Do current leaders reflect current societies? *Anna Shavit*

* workshop session

*3rd written assignment – the deadline is Monday, March 20*

**Session 6, March 22:** guest lecturer (subject to be confirmed)

**Session 7, March 29:** The Image and Leadership *Anna Shavit*

* how the leaders were presented during history – practical examples

**Session 8, April 5:** The Image and Leadership in the era of Propaganda *Anna Shavit*

* practical examples

*4th written assignment – the deadline is Tuesday, April 11*

**Session 9, April 12 Course break – reading week**

**Session 10, April 19:** Leader or ringleader?: Representation of Greek Cypriot leaders in the Turkish Cypriot children's magazines *Mazlum Kemal Dagdelen*

* *How distinct is the concept of leadership in a conflicted context?*
* *Does the enemy have a right to own leaders?*
* *How are Greek (Cypriot) leaders represented in the Turkish Cypriot children’s magazines?*
* *How are the Greek Cypriot leaders discursively constructed in the Turkish Cypriot children’s magazines?*

*5th written assignment – the deadline is Monday, April 24*

**Session 11, April 26:** Social Media and Leadership I. *Silvija Vuković*

* characteristics of social media (political) communication
* post-truth era
* workshop session

**Session 12, May 3:**Social Media and Leadership II. *Silvija Vuković*

* celebrity politics and populism on social media
* AI and politics, chatbots as political leaders
* *Final assignment – you will receive instructions by email after the session; the deadline will be May 17, 5 pm.*

**Session 13, May 10:**Rectors day – *no teaching*

**Grading:** **A 100-91**, **B 90- 81**, **C 80 – 71**, **D 70 -61**, **E 60 – 55**, **F 54 and less**

**Literature:**

***We will specify and update required reading materials and upload them in the course Moodle (such as chapters from Plato's Republic, etc.)***

* BOBBA, Giuliano a SEDDONE, Antonella. 2011. *Personal and personalized party. Notes on a theoretical framework.* Conference paper. Dostupné online:<https://www.academia.edu/1442719/Personal_and_personalized_party_Notes_on_a_theoretical_framework>.
* HUGHES, Andrew. 2007. *Personal Brands: An Exploratory Analysis of Personal Brands in Australian Political Marketing.* Conference paper. Dostupné online: https://www.researchgate.net/publication/241428704\_Personal\_Brands\_An\_Exploratory\_Analysis\_of\_Personal\_Brands\_in\_Australian\_Political\_Marketing.
* KAID, L. L. (ed.). *The Handbook of Political Communication Research*. New Jersey: Lawrence Erlbaum, 2004.
* LILLEKER, Darren G. *Key Concepts in Political Communications*. London-Thousand Oaks-New Delhi: SAGE Publications, 2006.
* McNair, B. *Introduction to Political Communication*. London. Routledge, 2007.
* LEES-MARSHMENT, J., The Marriage of Politics and Marketing. *Political Studies.*2001,Vol 49, 692–713.
* LIPPMANN, W. *Public opinion*. New Brunswick: Transaction, 1990.
* NEGRINE, R., STANYER, J. *The Political Communication Reader*. Routledge. London, New York, 2007.
* NORRIS P., CURTICE J., SANDERS D., SCAMMELL, M., SEMETKO, H., *On Message: Communication the Campaign. London*. Thousand Oaks, CA, New Delhi. Sage, 1999.