

Educational Institution
«Belarusian State Economic University»

APPROVED BY

Rector of the Educational Institution
«Belarusian State Economic University»

A.V.Egorov

30.06.2026

Registration No. 4031/26

MEDIA TECHNOLOGIES IN POLITICS AND GOVERNANCE

Curriculum of the Educational Institution
in the Academic Discipline for the Specialty
7-06-0312-01 Political Science

The Curriculum is based on the educational standard of advanced higher education OSVO 7-06-0312-01-2023 and the curriculum for the specialty 7-06-0312-01 «Political Science» (Profiliation: «Economic Political Science: Political Analysis and Consulting»).

COMPILERS:

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REVIEWERS:

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RECOMMENDED FOR APPROVAL:

Department of Political Science, Belarusian State Economic University
(Protocol No. 10 dated 29.05.2026);

Methodological Commission for the academic disciplines of the social and humanitarian module, in the specialties of "Psychology", "Sociology", "Political Science (by direction)", "Political Science", "Philosophy", "Economics" with the profile "Economic Psychology" of the educational institution "Belarusian State Economic University"

(Protocol No. 5 dated 11.06.2026);

Scientific and Methodological Council of the Belarusian State Economic University
(Protocol No. 9 dated 30.06.2026).

EXPLANATORY NOTE

The curriculum of the academic discipline «Media Technologies in Politics and Governance» is aimed at forming systematic knowledge about contemporary media technologies, their role in political processes and managerial activity, as well as mechanisms of media influence on public opinion and on the adoption of political and managerial decisions.

Studying this discipline enables students to acquire knowledge about the nature and specificity of media technologies, the principles of functioning of the contemporary media environment, instruments of political communication, technologies for shaping public opinion, and strategies of informational influence in the context of the digitalization of society.

In the course of the discipline, students master key approaches to the analysis of the media environment, study technologies of political PR, political marketing, digital communications, and information flow management, and acquire an understanding of the role of media in the process of political and managerial decision-making.

The goal of teaching the academic discipline is to form in students a holistic understanding of contemporary media technologies, their instruments and mechanisms of application in politics and governance, and to develop skills of analysis and practical use of media communications under conditions of the digital transformation of society.

Achievement of this goal presupposes the solution of the following tasks:

- to reveal the essence and specific features of contemporary media technologies in politics and governance;
- to study the mechanisms of functioning of the media environment and its influence on public opinion;
- to examine technologies of political communication, PR, and political marketing;
- to analyse the role of digital platforms and social media in political processes;
- to form an understanding of strategies of informational influence and of political agenda-setting.

Specialised competence:

SC-2. To carry out analysis of political and governance processes, to assess the effectiveness of communication strategies of the state, business, and civil society structures in the media environment.

Advanced professional competence:

To apply advanced theoretical, methodological and practical knowledge and skills to solve complex professional tasks in the field of state policy and public administration, in research on political institutions and processes, and to possess instruments for the formulation and implementation of public policy.

As a result of studying the academic discipline, the learner should:
know:

- the essence and structure of the contemporary media environment;
- the main media technologies and mechanisms of political communication;
- the role of mass media and digital platforms in political processes;
- technologies for shaping public opinion and informational influence.

be able to:

- analyse media processes and information flows in politics;
- assess the effectiveness of media communication strategies;
- identify mechanisms of media influence on political behaviour and decision-making.

have skills in:

- preparing analytical materials in the sphere of media communications;
- methods of analysis and interpretation of media texts and information campaigns;
- technologies for designing basic communication strategies in politics and governance.

Within the educational process in this academic discipline, students must acquire not only theoretical and practical knowledge, skills, and abilities in the specialty, but also develop their value-personal and professional potential, form a responsible attitude towards the information environment and an understanding of the role of media in contemporary society.

The academic discipline «Media Technologies in Politics and Governance» belongs to the module «Political Communications and Digital Governance Technologies» of the institutional component.

Relations with other academic disciplines. The discipline «Media Technologies in Politics and Governance» is linked to a number of political and communication-oriented disciplines such as «New Media and Strategic Communications in Politics and Governance», «Methods of Political Analysis and Contemporary Digital Technologies», «Interaction between the State and Business (Theory and Practice of GR)», and others.

Form of study: full-time.

In accordance with the university curriculum, the following is allocated for the study of the academic discipline:

total number of study hours – 96;

classroom hours – 32,

including lectures – 14 hours and seminar classes – 18 hours;

1st semester – lectures – 14 hours, seminar classes – 18 hours;

independent work of the student – 64 hours;

workload – 3 credit units;

form of interim assessment – pass/fail test (credit).

CONTENTS OF THE STUDY MATERIAL

SECTION 1. THEORETICAL FOUNDATIONS OF MEDIA TECHNOLOGIES AND POLITICAL COMMUNICATION.

Topic 1.1. Theories of Political Communication

Political communication as a field of study. Stages in the development of the theory of political communication. Basic models of communication: linear (H. Lasswell) and non-linear (interactive and network models). Communication processes in politics and governance.

Topic 1.2. Media Technologies as an Instrument of Political Governance

The concept of media technologies and their role in political and managerial activity. Political governance as a communication process. Political management and PR as elements of media influence. Network approach to governance and digital transformation of political institutions.

SECTION 2. DIGITAL TRANSFORMATION OF POLITICAL INSTITUTIONS AND THE MEDIA ENVIRONMENT.

Topic 2.1. Transformation of the Media System: From Traditional Mass Media to Digital Platforms.

Traditional mass media and new media: a comparative analysis. Specific features of digital platforms and their influence on the structure of political communication. Changes in audiences and formats of political content. The role of internet communications in the activity of public authorities.

Topic 2.2. E-Democracy and Citizens' Digital Participation

The concept and evolution of e-democracy. Tools of citizens' digital participation in political processes. Interaction of political institutions with the online community. Digital public administration services.

SECTION 3. CONTEMPORARY MEDIA TECHNOLOGIES AND PRACTICES OF INFORMATIONAL INFLUENCE

Topic 3.1. The Internet as an Environment of Political Communication.

The internet as a key environment for the formation of political discourse. Specific features of network communication and digital consumption of information. Global and regional trends in the development of the online space. Specifics of the digital environment in the Republic of Belarus.

Topic 3.2. Social Networks as an Instrument of Political Influence.

Social networks as a platform for political communication. Specific features of the functioning of Facebook, X, VK, Instagram and other platforms. TikTok as a tool of mass political and informational influence. Messengers as a channel of prompt political communication. Distinction between messengers and social networks. The role of

Telegram in political and governance processes. Audience specifics of messenger use.

Topic 3.3. The Blogosphere and Opinion Leaders.

P. Lazarsfeld's two-step flow of communication theory. Blogging as an instrument for forming political image. Opinion leaders in the digital environment and their influence on public opinion. Strategies for working with influencers and digital communities.

COURSE MAP OF THE ACADEMIC DISCIPLINE «Media Technologies in Politics and Governance»

Full-time form of higher education

Section / Topic No.	Title of Section / Topic	Lectures	Seminars	Literature	Assessment
Section 1	Theoretical Foundations of Media Technologies and Political Communication				
Topic 1.1	Lecture “Theories of Political Communication”	2		[1], [3], [5], [7], [8], [12], [13]	Express quiz
	Seminar “Theories of Political Communication”		2	[1], [3], [5], [7], [8], [12], [13]	Express quiz, presentations
Topic 1.2	Lecture “Media Technologies as an Instrument of Political Governance”	2		[1], [2], [3], [5], [6], [7], [8], [10], [11], [13]	Express quiz
	Seminar “Media Technologies as an Instrument of Political Governance”		2	[1], [2], [3], [5], [6], [7], [8], [10], [11], [13]	Express quiz, presentations, test
Section 2	Digital Transformation of Political Institutions and the Media Environment				
Topic 2.1	Lecture “Transformation of the Media System: From Traditional Mass Media to Digital Platforms”	2		[1], [2], [3], [4], [5], [8], [9], [10], [11]	Express quiz
	Seminars “Transformation of the Media System: From Traditional Mass Media to Digital Platforms”		2	[1], [2], [3], [4], [5], [8], [9], [10], [11]	Express quiz, presentations
Topic 2.2	Lecture “E-Democracy and Citizens’ Digital Participation”	2		[1], [2], [3], [4], [5], [6], [7]	Express quiz
	Seminar “E-Democracy and Citizens’ Digital Participation”		2	[1], [2], [3], [4], [5], [6], [7]	Express quiz, presentations
Section 3	Contemporary Media Technologies and Practices of Informational Influence				
Topic 3.1	Lecture “The Internet as an Environment of Political Communication”	2		[1], [2], [3], [4], [5], [6], [8], [9], [10], [11]	Express quiz
	Seminars “The Internet as an Environment of Political Communication”		4	[1], [2], [3], [4], [5], [6], [8], [9], [10], [11]	Express quiz, presentations
Topic 3.2	Lecture “Social Networks as an Instrument of Political Influence”	2		[1], [2], [3], [4], [5], [6], [8], [9], [10]	Express quiz
	Seminars “Social Networks as an Instrument of Political Influence”		4	[1], [2], [3], [4], [5], [6], [8], [9], [10]	Express quiz, presentations
Topic 3.3	Lecture “The Blogosphere and Opinion Leaders”	2		[1], [2], [3], [4], [5], [11]	Express quiz
	Seminars “The Blogosphere and Opinion Leaders”		2	[1], [2], [3], [4], [5], [11]	Express quiz, presentations
	TOTAL HOURS	14	18		Pass/fail test (credit)

INFORMATION AND METHODOLOGICAL SECTION

LITERATURE

Main:

1. Kaftan, V. V. Concepts, Practices and Technologies of Contemporary Media: textbook / V. V. Kaftan. – Moscow: KnoRus, 2026. – 513 p. – ISBN 978-5-406-16401-3. – URL: <https://book.ru/book/962974> (accessed 10.06.2026). Text: electronic. Access mode: by subscription.

2. Chueshov, V. I. Political Technologies in the Media Sphere: study guide / V. I. Chueshov, I. I. Tarkan. – Academy of Public Administration under the President of the Republic of Belarus. – Minsk: Academy of Public Administration under the President of the Republic of Belarus, 2024. – 192 p.

3. The Information and Media Space of World Politics: study guide / N. G. Bagdasaryan, A. A. Belikova, T. G. Dobrosklonskaya [et al.]; Lomonosov Moscow State University, Faculty of World Politics. – Moscow: Knizhny Dom “Universitet”, Dobrosvet, 2023. – 107 p.

4. Postalovsky, A. V. Information Challenges and Socio-Political Conflicts of the Present: teaching and methodological manual for students, master's and postgraduate students in the specialty “Political Science” / A. V. Postalovsky, O. A. Postalovskaya. – Minsk: RIVSH, 2022. – 71 p.

5. Audience Research in the Contemporary Information Society / A. V. Postalovsky, A. M. Belsky, S. N. Voronina [et al.]; scientific editor A. V. Postalovsky; National Academy of Sciences of Belarus, Institute of Sociology. – Minsk: Belaruskaya navuka, 2024. – 178 p.: ill., tables. – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=724671> (accessed 10.06.2026). – Bibliography in the book. – ISBN 978-985-08-3172-9. – Text: electronic.

6. Socio-Political Processes and Phenomena in the Contemporary Republic of Belarus / E. M. Babosov, S. V. Khamutovskaya, A. V. Postalovsky [et al.]; general editor E. M. Babosov; National Academy of Sciences of Belarus, Institute of Sociology. – Minsk: Belaruskaya navuka, 2024. – 197 p.: ill., tables. – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=715522> (accessed 10.06.2026). – Bibliography in the book. – ISBN 978-985-08-3105-7. – Text: electronic.

Additional:

7. Volodenkov, S. V. Digital Technologies and Artificial Intelligence in Contemporary Politics: textbook / S. V. Volodenkov, S. N. Fedorchenko. – Moscow: Prospekt, 2025. – 494 p.

8. Postalovsky, A. V. The Audience of Mass Media in Sociological Measurement: monograph / A. V. Postalovsky. – Minsk: RIVSH, 2022. – 224 p.

9. Theory and Methodology in Contemporary Communication Studies: teaching and methodological manual / I. V. Pinchuk [et al.]; edited by I. V. Pinchuk. – Minsk: BSU, 2022. – 271 p.

10. Akopov, G. L. Politics and the Internet: monograph / G. L. Akopov. – Moscow: INFRA-M, 2026. – 202 p. – (Scientific Thought). – DOI 10.12737/4155. – ISBN 978-5-16-009930-9. – Text: electronic. – URL:

<https://znanium.ru/catalog/product/2222242> (accessed 10.06.2026). – Access mode: by subscription.

11. Ignatova, I. B. New Media: Theory and Practice: teaching and methodological manual / I. B. Ignatova, E. S. Zubarkina, A. V. Zemlyanskiy. – Moscow: Moscow Pedagogical State University, 2022. – 96 p.

12. Kostinevich, K. I. Political communication: theoretical approaches to the study of interactions between power and society in the Republic of Belarus / K. I. Kostinevich // Scientific Works of the Belarusian State Economic University. – Minsk, 2019. – Issue 12. – P. 606–615.

13. Models and Practices of Managing Political Content in the Online Space of Contemporary States in the Post-Truth Era: monograph / N. A. Ryabchenko [et al.]. – 2nd ed., stereotyped. – Moscow: Flinta, 2023. – 335, p.

14. Nazaykin, A. Media Relations 100% or the Art of Managing Relations with the Press and Social Networks / A. Nazaykin. – Moscow: SOLON-Press, 2020. – 380 p.

15. New Media: Social Theory and Research Methodology: dictionary-handbook / Belarusian State University; Institute of Sociology of the Russian Academy of Sciences; responsible editors O. V. Sergeeva, O. V. Tereshchenko. – Saint Petersburg: Aleteiya; Aleteiya. Historical Book, 2016. – 261 p.

16. Perepelitsa, E. V. State and Society: Conceptual Foundations of Network Communication / E. V. Perepelitsa. – Minsk: Pravo i ekonomika, 2021. – 303 p.

17. Malishevsky, N. N. Political Technologies in the System of Societal Governance: teaching and methodological manual / N. N. Malishevsky. – Minsk: RIVSH, 2020. – 227 p.

18. Technologies of Public Opinion Management: study guide / V. O. Shpakovsky [et al.]. – Moscow: Infra-Engineering, 2019. – 240 p. – ISBN 978-5-9729-0306-1. – Text: electronic. – URL: <https://znanium.ru/catalog/product/1053381> (accessed 10.06.2026). – Access mode: by subscription.

19. Electoral Processes in the Modern World = Электоральные процессы в современном мире: monograph / M. E. Rodionova, O. Matveev, P. S. Seleznev [et al.]; edited by M. E. Rodionova, O. Matveev, P. S. Seleznev, D. A. Ezhov. – Moscow: Rusains, 2020. – 391 p. – ISBN 978-5-4365-6706-8. – URL: <https://book.ru/book/940038> (accessed 10.06.2026). – Text: electronic. – Access mode: by subscription.

Normative Legal Acts:

20. Constitution of the Republic of Belarus of 1994 [Electronic resource]: with amendments and additions adopted at the republican referendums of 24 November 1996, 17 October 2004 and 27 February 2022: as amended by the Law of the Republic of Belarus of 04.03.2022 // ConsultantPlus. Belarus / ООО «YurSpektr», National Centre of Legal Information of the Republic of Belarus. – Minsk, 2022.

21. On Appeals of Citizens and Legal Entities [Electronic resource]: Law of the Republic of Belarus, 18 July 2011, No. 300-Z: as amended by the Law of the Republic of Belarus of 01.07.2022 // National Legal Internet Portal of the Republic of Belarus. – Mode of access: <https://pravo.by/document/?guid=3871&p0=h11100300>. – Date of access: 23.09.2022.

22. On Additional Measures for Handling Appeals of Citizens and Legal Entities [Electronic resource]: Decree of the President of the Republic of Belarus, 15 October 2007, No. 498: as amended by the Decree of the President of the Republic of Belarus of 25.05.2021 // ConsultantPlus. Belarus / ООО «YurSpektr», National Centre of Legal Information of the Republic of Belarus. – Minsk, 2022.

23. On Mass Media [Electronic resource]: Law of the Republic of Belarus, 17 July 2008, No. 427-Z: as amended by the Law of the Republic of Belarus of 14.10.2022 // National Legal Internet Portal of the Republic of Belarus. – Mode of access: <https://pravo.by/document/?guid=3871&p0=h10800427>. – Date of access: 31.05.2024.

Internet Resources

24. National Legal Internet Portal of the Republic of Belarus [Electronic resource]. – Mode of access: <https://pravo.by>.

25. House of Representatives of the National Assembly of the Republic of Belarus [Electronic resource]. – Mode of access: <http://house.gov.by>.

26. President of the Republic of Belarus. Official Internet Portal [Electronic resource]. – Mode of access: <http://www.president.gov.by>.

27. Council of Ministers of the Republic of Belarus [Electronic resource]. – Mode of access: <http://www.government.by>.

28. Council of the Republic of the National Assembly of the Republic of Belarus [Electronic resource]. – Mode of access: <http://sovrep.gov.by>.

LIST OF QUESTIONS FOR THE PASS/FAIL TEST (CREDIT)

1. Political communication studies as a field of scientific inquiry.
2. Stages in the development of the theory of political communication.
3. Linear models of political communication.
4. Non-linear (network) models of political communication.
5. Political governance and political management as communication processes.
6. Network approach to political governance.
7. Use of internet resources in political and managerial activity.
8. Traditional mass media: role and functions in political communication.
9. Digital (network) media and their specific features.
10. Comparative characteristics of audiences of traditional and online media.
11. Internet communications as a factor of political innovation in the activity of public authorities.
12. Modernization factors in the formation of e-democracy.
13. Interaction of political parties with the online community.
14. Specific features of internet communication with audiences.
15. Global trends in internet content consumption.
16. National specificities of the functioning of the network space (the case of the Republic of Belarus).
17. Social networks as an instrument of political communication.
18. Specific features of political communication in Facebook, X (Twitter), VK and Odnoklassniki.
19. TikTok as a platform of mass communication and political influence.
20. Messengers and their distinction from social networks.
21. Specific features of messenger use in different countries.
22. The role of Telegram in contemporary political communication.
23. Messenger audiences in the Republic of Belarus.
24. The blogosphere and political blogging as an instrument of image-building.
25. Opinion leaders and influencers in digital political communication.
26. P. Lazarsfeld's two-step flow of communication theory.
27. Main trends in the development of media technologies in politics and governance.

SAMPLE TEST TASKS

Section 1. Theoretical Foundations of Media Technologies and Political Communication

Political communication is:

- A) a process of budget allocation
- B) the exchange of politically significant information between actors
- C) a system of administrative management
- D) a form of economic competition

The founder of the linear communication model is considered to be:

- A) J. Habermas
- B) H. Lasswell
- C) M. Weber
- D) K. Marx

The linear communication model presupposes:

- A) two-way dialogue
- B) absence of an information source
- C) one-way transmission of a message
- D) random interaction

Non-linear communication models are characterized by:

- A) absence of feedback
- B) presence of feedback and interaction
- C) exclusively vertical information transmission
- D) an exclusively technical nature

Political management is:

- A) industrial management
- B) a system of military command
- C) activity on organizing political processes and communications
- D) a form of judicial control

Section 2. Digital Transformation of the Media Environment and Political Institutions

The main difference between new media and traditional mass media consists in:

- A) absence of an audience
- B) interactivity and network structure
- C) printed format
- D) state regulation

E-democracy is:

- A) a form of monarchy
- B) a system of citizens' digital participation in politics

- C) an economic model
- D) a judicial system

Digital platforms in politics are primarily used for:

- A) military operations
- B) shaping public opinion
- C) replacing legislation
- D) financial control

The main feature of a digital state is:

- A) absence of the internet
- B) use of ICTs in governance
- C) rejection of politics
- D) abolition of elections

The transition from traditional mass media to digital media leads to:

- A) a reduction in information
- B) changes in audience structure
- C) the disappearance of politics
- D) complete isolation of citizens

Section 3. Contemporary Media Technologies and Informational Influence

The internet as a political environment is characterized by:

- A) closedness
- B) linearity
- C) network structure and interactivity
- D) absence of information

Social networks differ from traditional mass media in that they:

- A) have no users
- B) allow users to create content
- C) do not disseminate information
- D) are not used in politics

TikTok as a political instrument is characterized by:

- A) an exclusively text-based format
- B) long academic materials
- C) short video content and viral dissemination
- D) absence of an audience

Telegram in political communication is primarily used as:

- A) a banking system
- B) a channel for rapid information dissemination
- C) a printed medium
- D) a document archive

Messengers differ from social networks in that they:

- A) lack links between users
- B) are focused on direct communication
- C) are not used in politics
- D) operate only offline

The blogosphere in politics is:

- A) a system of state administration
- B) an aggregate of blogs and influencers
- C) a form of legislation
- D) an economic market

The two-step flow of communication theory assumes that influence proceeds through:

- A) algorithms
- B) opinion leaders
- C) state bodies
- D) random sources

Opinion leaders in the digital environment are:

- A) only politicians
- B) users who influence public opinion
- C) random accounts
- D) state archives

The main function of social networks in politics is:

- A) military
- B) communicative and mobilizing
- C) judicial
- D) financial

The principal effect of digital media technologies in politics is:

- A) disappearance of the state
- B) acceleration and massification of communication
- C) abolition of elections
- D) reduction of information

ORGANISATION OF STUDENTS' INDEPENDENT WORK

An important stage in the formation of professional competences within the academic discipline is students' independent work.

For full-time master's students, 64 hours are allocated to independent work.

The content of independent work covers all topics of the academic discipline presented in the section «Contents of the Study Material», including theoretical foundations of political communication, media technologies, digital transformation of the media environment, and contemporary forms of political communication on the internet.

- in-depth study of sections and topics of the discipline, individual theoretical concepts and notions;
- preparation for control works and test tasks;
- preparation for seminar classes, including the development of reports, thematic presentations, analytical reviews, presentations and information materials;
- work with academic, scientific, reference and analytical literature, as well as electronic information sources;
- information search and compilation of thematic collections of scholarly publications, internet sources and media materials;
- analysis of contemporary media practices and cases of political communication;
- preparation for the interim assessment.

Knowledge Quality Control

Diagnostics of the quality of knowledge acquisition is carried out within the framework of ongoing (continuous) assessment and interim assessment.

Ongoing assessment is conducted during the semester and includes the following forms:

- control work;
- testing;
- express quizzes during classroom sessions;
- creative and analytical assignments;
- preparation and defence of research and project works;
- assignments on the analysis of media communication processes and digital platforms.

Ongoing assessment in the academic discipline is carried out three times during the semester.

The results of ongoing control are graded on a ten-point scale and are determined on the basis of the marks awarded for ongoing assessment activities during the semester.

Requirements for the student during interim assessment:

students are admitted to interim assessment in the academic discipline provided they have successfully completed all forms of ongoing control stipulated by the curriculum.

Interim assessment is conducted in the form of a pass/fail test (credit).

Methodology for forming the grade in the academic discipline.

In accordance with the Regulations on the Rating System for Assessing the Knowledge, Skills and Abilities of BSEU Students.

**CURRICULUM APPROVAL PROTOCOL
WITH OTHER ACADEMIC DISCIPLINES OF THE SPECIALTY**

Name of the Academic Discipline with which Coordination is Required	Department	Proposals for Changes in the Content of the Curriculum of the Educational Institution	Decision Taken by the Department that Developed the Curriculum (with date and protocol number)
Institutional Economics	Economic Policy	No comments or suggestions 	Recommend the curriculum for the course « Media Technologies in Politics and Governance » for approval. (Minutes No. 10 dated May 29, 2026)

ADDITIONS AND CHANGES TO THE CURRICULUM
IN THE ACADEMIC DISCIPLINE
«Media Technologies in Politics and Governance»
Registration № _____/
for the _____ / _____ academic year

No.	Amendments and Additions	Basis

The curriculum has been reviewed and approved at the meeting of the Department of Political Science (Protocol No. _____ dated __._____.20__)

Head of Department
of Political Science
Candidate of Historical
Sciences, Associate
Professor

O.G. Kazak

APPROVED BY
Dean of the Faculty of
Social Science and
Economics
Candidate of Political
Sciences

A.O. Bueva