

Faculty of Psychology and Education Sciences



PSY1406 Psychologie et politique

[30h] 5 credits

This course is taught in the 2nd semester

Teacher(s): René Zayan
Language: French
Level: First cycle

Aims

To emphasize the contribution of experimental psychology in explaining social perception of contemporary politicians.
 To analyze which signals of verbal and nonverbal communication define political charisma and its influence on voting attitudes

Main themes

Analysis of communication channels involved in televised political messages: respective contribution of verbal information (spoken and written messages) and of nonverbal information (vocal signals, visual signals from the face and body gestures).
 Analysis of cultural differences in political communication liable to induce national preferences (ethnocentrism).
 Explanation of mass political seduction by psychophysiological process of emotional contagion.

Content and teaching methods

Analysis of communication channels involved in televised political messages: respective contribution of verbal information (spoken and written messages) and of nonverbal information (vocal signals, visual signals from the face and body gestures).
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 Explanation of mass political seduction by psychophysiological process of emotional contagion.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Lecture, with bouts of intercation

References: a sample of readings (summaries of experimental research, texts from political psychology)

Evaluation of the students: from a written piece of work chosen and subjected to a personal search of information