

## **Zagadnienia na egzamin magisterski IPS**

### **PYTANIA PODSTAWOWE**

1. Global and regional security systems
2. Realism and idealism in international relations
3. Regionalism and multilateralism
4. The meaning of politics and politicisation
5. Types and significance of conflicts in international relations
6. Reasons for cultural conflict and cultural violence
7. Protection of human rights in international perspective
8. Religious organisations as political subjects
9. Political regimes and its forms
10. Creation and political significance of social movements
11. Geopolitics and its main theories
12. Types of pressure groups and their significance in politics
13. Decision-making process in politics. Stages, factors, optimization
14. Main theories and systems of balance of power
15. Media and politics – the mutual influence

### **PYTANIA SPECJALIZACYJNE**

#### ***Governments and governance***

16. Differences between authoritarianism and totalitarianism
17. Liberal democracy and its qualities
18. The process of democratisation. Structural determinants
19. Political parties and their functions
20. Socio-political divisions. Meaning and significance
21. Environmental challenges and environmental policy
22. Ethnic conflicts and their management
23. Self-government in Poland. Historical roots and contemporary organisation
24. Significance of image creation in politics
25. The cartel parties model. Definition and characteristic qualities.

#### ***International Marketing***

16. Types of Entry Strategies into foreign markets
17. Classification of M.Porter's Generic Strategies
18. 3 types of research designs
19. Classification of competitive strategies
20. Characteristics and criteria of segmentation process in consumer and business markets
21. Describe basic steps in marketing communications strategic planning
22. What is brand architecture? Describe its basic models and provide examples.
23. Basic methods for measuring condition and value of place brands.
24. Describe challenges and barriers to apply marketing-orientation to public sector.
25. Marketing strategies in political markets

## **Conflict Management and Negotiations**

16. Name and describe selected theoretical approach to conflict
17. Describe main channels of the recruitment to the elites
18. Describe typology and structure of the elites
19. Define structural and cultural violence
20. Define political violence and how it functions in a closed society
21. Describe the purpose of the negotiations and how to prepare for mediation
22. List and characterize the safety states according to D. Frei
23. Explain the use of force in UN peace operations
24. Define non-verbal and verbal communication modes during electoral campaigns
25. Explain propaganda mechanisms during conflicts or wartime