

MC-835, Political Communication & Campaigns

Course Objectives

This course exposes students to practical application of modern political communication. The course also examines the duties of political press secretary, media advisor, or communication director, and the media professionals who cover them. The focus will be on exploring different aspects of political communication and campaigns through discussion and case studies approach. The students will learn to apply theoretical concepts in practical techniques.

Learning Outcomes

By the end of the course students should be able to:

- Gain knowledge of recent and current campaign communication operations and their effectiveness.
- Develop an understanding of where the modern political communication operation and political media are heading in the 21st century.
- Learn about latest technological advancements and their role in the modern political campaign.
- Gain practical knowledge of political press office or a political campaign press office.

Course Contents

- Political news in the changing environment of political journalism
- Political Communication and Policy
- Media and Political Systems, and the Question of Differentiation
- The microanalysis of political communication
- Understanding Campaigns: Background, Theory, and Methods
- Electoral dynamics and social communication
- Campaign Innovations in Established Democracies
- Campaign Innovations in New and Restored Democracies
- Campaign Innovations in Democracies Facing Potentially Destabilizing Pressures
- Evaluating and improving political campaigns

- Campaign Reformers: Optimists, Skeptics, and Rejectionists
- Information Communication Technologies and Politics
- Political Communication and Information Technology
- Exploiting political communication in the new era
- Comparing Political Communication: Theories, Cases, and Challenges

Recommended Books

1. Bennett, W. Lance & Entman, Robert M. (Eds.). (2005). *Mediated Politics: Communication in the Future of Democracy*. Cambridge: Cambridge University Press.
2. Bull, Peter (2003). *The Microanalysis of Political Communication: Claptrap and Ambiguity*. New York: Routledge
3. Denton, Robert E., Jr. (2010). *Studies of Identity in the 2008 Presidential Campaign*. Maryland: Lexington Books
4. Esser, Frank & Pfetsch, Barbara (2004). *Comparing Political Communication: Theories, Cases, and Challenges*. Cambridge: Cambridge University Press.
5. Hallin, Daniel C. & Mancini, Paolo. (2004). *Comparing Media Systems: Three Models of Media and Politics*. Cambridge: Cambridge University Press.
6. Howard, Philip N. (2006). *New Media Campaigns and the Managed Citizen*. Cambridge: Cambridge University Press.
7. Huckfeldt, R. Robert. (1995). *Citizens, Politics, and Social Communication: Information and Influence in an Election Campaign*. Cambridge: Cambridge University Press.
8. Maarek, Philippe J. & Wolfsfeld, Gadi. (Eds.). (2003). *Political Communication in a New Era: A Cross-national Perspective*. New York: Routledge
9. Maisel, L. Sandy; West, Darrell M. & Clifton, Brett M. (2007). *Evaluating Campaign Quality: Can the Electoral Process be improved?* Cambridge: Cambridge University Press.
10. McNair, Brian. (2003). *An Introduction to Political Communication*. (3rd Edition). London: Routledge
11. Rawnsley, Gary D. (2005). *Political Communication and Democracy*. New York: Palgrave Macmillan.

12. Roselle, Laura. (2006). *Media and the Politics of Failure*. New York: Palgrave Macmillan.
13. Simon, Adam F. (2004). *The Winning Message: Candidate Behavior, Campaign Discourse, and Democracy*. Cambridge: Cambridge University Press.
14. Swanson, David L. & Mancini, Paolo (Eds.). (1996). *Politics, Media, and Modern Democracy: An International Study of Innovations in Electoral Campaigning and Their Consequences*. Westport: Praeger Publishers.