

Syllabus

POL364: Political Campaigns Around the Globe: Selected Case Studies

Room: U41

Day & Time: Tuesday, 5.00 p.m. – 6.30 p.m.

Lecturers: **Mgr. Otto Eibl, Ph.D.** (eibl@fss.muni.cz)

Mgr. Miloš Gregor (mgregor@fss.muni.cz)

Mgr. Michal Pink, Ph.D. (mpink@email.cz)

Assignments: final exam, team presentation, active engagement in the classes.

Course Objectives:

The course focuses on selected case studies of political campaigns and its development in different countries. The aim of the course is to provide students a brief but contextual awareness of campaign differences among countries. The course covers mainly historical and practical approach, therefore some basic knowledge of political marketing theory is convenient but not necessary. Classes will be dedicated especially to the European countries, but the U.S. will be covered, too. Students will also learn what the electoral rules are applied and what political system is in the countries and how these affects a style of the political campaigns. The course is taught in English.

Knowledge Acquisition: Students will be required to keep up with the required readings, to attend class sessions, to engage in web research etc. in order to deepen their knowledge base.

Critical Thinking: Students will be required to use critical thinking skills in order to evaluate introduced case study examples throughout the class sessions.

Team presentation:

Students will choose one of two options. The first one includes team presentations introducing political system and factors affecting the election campaigns in the selected country (party system, electoral system, etc.). These presentation will take place during the classes dedicated to the specific country (the U.S., Russia, Slovakia, Lithuania, Austria, France, Poland and Hungary).

The second option is to deliver a presentation analyzing political campaigns in any country not mentioned during the course (excl. the Czech Republic). There will be presentations of three different countries on May 10. These presentations will focus more on campaigns than to the party or election system. Selection of the country has to be approved by one of the lecturer.

Each country can be chosen just by one team. The length of every presentation is 20 minutes.

Grading:

A: 100 - 93 **B:** 92 - 85 **C:** 84 - 77 **D:** 76 - 69 **E:** 68 - 60 **F:** 59 - 0

Presentation – maximum 40 points; final exam – maximum 60 points.

Course structure:

1. Week (February 23) – Introduction
2. Week (**Aula; March 2, 1.30 pm**) – **SPECIAL GUEST LECTURE:** Jessica N. Grounds: Women Ready for Presidency: How to Organize a Grassroots Movement
3. Week (March 8) – United States
4. Week (March 15) – Slovakia
5. Week (March 22) – Russia
6. Week (March 29) – Reading Week (no lecture)
7. Week (April 5) – Hungary
8. Week (April 12) – France
9. Week (April 19) – Austria
10. Week (April 26) – Poland
11. Week (May 3) – Lithuania
12. Week (May 10) – Student Presentations
13. Week (May 17) – Exam

Required Literature:

- Cwalina, W.; Falkowski, A. 2006. *Political Communication and Advertising in Poland*. In: Kaid, L.L. (ed). *The Sage Handbook of Political Advertising*. Thousand Oaks/ London/ New York: SAGE Publications; pp. 325–342.

- De Smaele, H. 2006. *In the Name of Democracy*. In: Voltmer, K. (ed.). *Mass Media and Political Communication in New Democracies*. London/ New York: Routledge; pp. 35–48.
- Dolezal, M.; Zeglovits, E. 2014. *Almost an Earthquake: The Austrian Parliamentary Election of 2013*. *West European Politics*; Vol. 37, No. III; pp. 644–652.
- Franz, M.M. 2011. *Political Advertising*. In: S.C. Craig & D.B. Hill (eds.). *The Electoral Challenge*. Washington: CQ Press; pp. 117–143.
- Gates, S. 2006. *Where's the party? Television and election campaigns in Russia*. In: Voltmer, K. (ed.). *Mass Media and Political Communication in New Democracies*. London/ New York: Routledge; pp. 130–144.
- Haughton, T.; Novotná, T.; Deegan-Krause, K. 2011. *The 2010 Czech and Slovak Elections: Red Cards to the 'Winners'*. *West Europe Politics*. Vol. 34, No. II; pp. 394–402.
- Kavanagh, D. 1995. *Election Campaigning. The New Marketing of Politics*. Oxford: Blackwell, pp. 8–45.
- Maarek, Philippe J. 2007. *The Evolution of French Political Communication: research the Limits of Professionalisation?* In: „The Professionalisation of Political Communication“ Ed. Negrine, R., Mancini, P., Holtz-Bacha, Ch., Papathanassopoulos, S. Bristol/Chicago: Intellect Books; pp.145–160.
- Mihályffy, Z. 2014. *Target audience and segmentation in the 2010 Fidesz campaign*. In: J. Lees-Marshment. *Political marketing. Principles and applications*. London, New York: Routledge, second edition; pp. 93–95.
- Ridder, R. 2015. *Some New and Old Rules for 2016 Presidential Campaigns*. *Journal of Political Marketing*, Vol. 14, No. III.; pp. 223-228.
- Ramonaite, A. 2010. *Voting Advice Applications in Lithuania: Promoting Programmatic Competition or Breeding Populism?* *Policy & Internet*. Vol. 2, No. I.; pp. 117–147.
- Shea, D.M.; Burton, M.J. 2006. *Campaign Craft. The Strategies, Tactics, and Art of Political Campaign Management*. Westport: Prayer Publisher, third edition; pp. 31–46.
- Thurber, J. A. 2004. *The Transformation of American Campaigns in the Twenty-First Century*. In: J.A. Thurber & C. J. Nelson (eds). *Campaigns and Elections American Style*. Colorado: Westview Press, second edition; pp 1–16.

Recommended Literature:

- Davies, P.J.; Newman, B.I. 2006. *Winning Elections with Political Marketing*. New York, London, Oxford: The Haworth Press.
- Lees-Marshment, J. 2014. *Political marketing. Principles and applications*. London, New York: Routledge, second edition.
- Shea, D.M.; Burton, M.J. 2006. *Campaign Craft. The Strategies, Tactics, and Art of Political Campaign Management*. Westport: Praeger Publisher, third edition.
- Thurber, J.A.; Nelson, C.J. (eds.) 2004. *Campaigns and Elections American Style*. Colorado: Westview Press, second edition.