האוניברסיטה העברית בירושלים
THE HEBREW UNIVERSITY OF JERUSALEM

Syllabus

Political Spokesmanship - 50795

Last update 10-11-2022

<u>*HU Credits:*</u> *2*

<u>*Responsible Department:*</u> *Communication & Journalism*

<u>*Academic year:*</u> *0*

<u>*Semester:*</u> *1st Semester*

<u>*Teaching Languages:*</u> *Hebrew*

<u>*Campus:*</u> *Mt. Scopus*

<u>*Course/Module Coordinator:*</u> *Dr. Baruch Leshem*

<u>*Coordinator Email:*</u> [*leshem_baruch@hotmail.com*](mailto:leshem_baruch@hotmail.com)

<u>*Coordinator Office Hours:*</u> *Thursdays at 12-12:45*

<u>*Teaching Staff:*</u>
Dr. Baruch Leshem

<u>*Course/Module description:*</u>
The workshop will focus on the various techniques used by political spokesmen to

promote ideas, organizations and political figures in the Knesset, the government and media.

The workshop will teach the technique of image analysis of politicians, for the sake of building personal and ideological messages and formulating political and communica-tional courses of action, that are required to relay the message.

The workshop will practice the methods of relaying the political message to the media, including the preparation of individuals for interviews for the written press, radio and television.

Course/Module aims:
  Understanding the working principles of a political spokesman.
Learning how to prepare a plan for building a politician's image.

Learning outcomes - On successful completion of this module, students should be able to:
  1. Understand the political marketing field.
2. Know how to evaluate the condition of a politician's image.
3. Know how to build a strategic plan for a political candidate.
4. Know how to create political messages.
5. Know how to use tactical tools.
6. Prepare a campaign plan for a politi-cian candidate.

Attendance requirements(%):
  Presence is mandatory in all classes.

Teaching arrangement and method of instruction: Lectures and exercises.

Course/Module Content:
  Lesson 1. The political Spokesman's place in the political system.

Lesson 2. The media consulting model (consultants' work) - Clinton campaign -1992.

Lesson 3. The media consulting model (campaign process) campaign - Clinton campaign -1992.

Lesson 4. The media consulting model. Campaigns in Israel in the 2006 and 2009 elections.

Lesson 5. Building a political-communication plan - theory.

Lesson 6. Building a communication plan - practical exercises.

Lesson 7. The Spokesman's Toolbox - press release.

Lesson 8. The Spokesman's Toolbox - classroom practice.

Lesson 9. The Spokesman's Toolbox - a press conference

Lesson 10. Preparation of politicians to appear before the media - theory.

Lesson 11. Practical video practice of preparing a television interview.

Lesson 12. Analysis of Filmed interviews.

Lesson 13. Summary and presentation of the final assignment's structure.

Required Reading:
לימור, יחיאל, ברוך לשם ולאה מנדלזיס. (2014). יחסי ציבור - אסטרטגיה וטקטיקה. רעננה. האוניברסיטה הפתוחה.
לימור, יחיאל וברוך לשם (2017). איך להפוך צפרדע לנסיך □ אלף טיפים ביחסי ציבור. ת"א: ידיעות ספרים.

Additional Reading Material:
בן צור, נעמי. (1987). ענין של תדמית. ת"א. זמורה ביתן-מודן.
כץ, ירון. (1999). מוכרים בלבד □ שיווק פוליטיקאים בכלי התקשורת. תל אביב. ספריית הפועלים.
לשם, ברוך (2017). נתניהו, בית ספר לשיווק פוליטי. בני ברק: הוצ' מטר.

Maarek, Philppe (2011). Campaign Communication and Political Marketing. Chichester, UK: Wiley-Blackwell.
Trent, Judith and Robert Friedenberg (2008). Political Campaign Communication: Principles & Practices (6th ed.). Rowman & Littlefield: London

Grading Scheme:

Additional information: