



The Hebrew University of Jerusalem

Syllabus

Electioneering in Germany: Election Campaigns in Theory and Praxis - 54658

Last update 11-09-2023

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Cont. German Studies:politics, Soc.&Cult

Academic year: 0

Semester: 1st Semester

Teaching Languages: English

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Tristan Klingelhoef

Coordinator Email: tr.klinge@mail.huji.ac.il

Coordinator Office Hours: Wednesday, 16:00 - 17:00

Teaching Staff:

Dr. Tristan Klingelhofer

Course/Module description:

The course identifies the different components of election campaigns as well as the factors that drive campaign design and implementation. Additionally, it applies the studied concepts practically. More specifically, we are surveying the scientific literature as to how campaigns can be described, how differences between the campaigns of different parties and candidates can be explained, and draw out the practical consequences: Which target groups should parties address with their campaign? How do different kinds of voters “work” and which kinds of appeals suit them? How does a campaign need to be organized and planned over time? How do campaign communications need to be adapted to different platforms? Based on the answers we receive from interrogating the literature, we develop strategies and campaigns for the German parties for the upcoming election to the European Parliament.

Course/Module aims:

The goal of the course is to familiarize students with theories and approaches that can help us understand the development and implementation of election campaigns. As such, the course lies at the intersection of electoral research, party politics, and political communication. Didactically, we are approaching election campaigns through a semester-long simulation game: In groups, students will develop election campaigns for the upcoming election of the European Parliament. This will entail, first, the articulation and justification of a campaign strategy based on scientific theory and empirical evidence. Second, students will create exemplary campaign communications. The use of a simulation game assumes that complex theories can be better understood if they are practiced and that there is a potential synergy between research and practice: On the one hand, the insights of empirical studies can help us design better campaigns. On the other hand, the practical perspective can reveal factors and scope conditions that scientific research has neglected so far.

Learning outcomes - On successful completion of this module, students should be able to:

At the end of the course, students should be able to

- describe election campaigns along multiple dimensions,*
- identify factors that move campaigns along these dimensions,*
- and develop strategic and creative material for election campaigns.*

Attendance requirements(%):

85

Teaching arrangement and method of instruction: Seminar; group work as part of a simulation game

Course/Module Content:

Part 1 - Context

- (1) Dimensions of election campaigns*
- (2) European elections*
- (3) Election campaigns in postindustrial democracies*

Part 2 - Campaign strategy

- (4) Content*
- (5) Focus, sentiment, rhetoric*
- (6) "The campaign pitch" I*
- (7) "The campaign pitch" II*

Part 3 - Campaign platforms

- (8) Election posters*
- (9) TV ads and debates*
- (10) Interactive communication, offline and online*
- (11) "The campaign launch" I*
- (12) "The campaign launch" II*
- (13) The simulation game in review*

Required Reading:

The complete syllabus and the required reading will be uploaded to the Moodle site of the course.

Additional Reading Material:

Grading Scheme:

Presentation / Poster Presentation / Lecture/ Seminar / Pro-seminar / Research proposal 60 %

Active Participation / Team Assignment 10 %
Presentation / Poster Presentation / Lecture 30 %

Additional information: