



# *The Hebrew University of Jerusalem*

## *Syllabus*

### *Political Personalization and Political Personalism - 56119*

*Last update 27-09-2023*

*HU Credits: 4*

*Degree/Cycle: 1st degree (Bachelor)*

*Responsible Department: Political Science*

*Academic year: 0*

*Semester: 2nd Semester*

*Teaching Languages: Hebrew*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Prof. Gideon Rahat*

*Coordinator Email: [msgrah@mail.huji.ac.il](mailto:msgrah@mail.huji.ac.il)*

*Coordinator Office Hours: Coordination through Email*

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Teaching Staff:

Prof Gideon Rahat

Course/Module description:

1 Introduction

2. How to prepare a research proposal, how to prepare a presentation, how to write a seminar

3. Personalization and personalism: definition and types

Rahat, Gideon. 2019. *The decline of the group and the rise of the star (s). From partisan politics to personal politics* . Policy Research 145, Jerusalem: The Israel Democracy Institute, pp. 28-14.

Pedersen, Helene H. and Gideon Rahat . 2021. "Personalization and Personalized Politics: The Behavioral Dimension" *Party Politics* , 27 (2): 211-219.

Further reading

Rahat , Gideon , and Ofer Kenig . 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies* . Oxford University Press, Oxford, pp. 115 - 125 .

Balmas , Meital , Gideon Rahat , Tamir Sheafer and Shaul Shenhav . 2014. "Two Routes to Personalized Politics: Centralized and Decentralized Personalization," *Party Politics* , 20 ( 1 ) : 37-51.

Pruysers , Scott , William P. Cross and Richard Katz . 2018 . " Personalism, Personalization and Party Politics ," i n William P. Cross, Richard Katz and Scott Pruyers (eds) , *The Personalization of Democratic Politics and the Challenge for Political Parties* . London: ECPR Press, pp. 1-18.

Pruysers , Scott, and William P. Cross. 2016. " Research Note: ' Negative ' Personalization: Party Leaders and Party Strategy ," *Canadian Journal of Political Science* , 49 ( 3 ) : 539-558.

4. Institutional personalization and personalism

Rahat , Gideon , and Ofer Kenig . 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies* . Oxford University Press, Oxford, pp. 137 - 154 .

Rahat, Gideon. 2019. *The decline of the group and the rise of the star (s). From partisan politics to personal politics* . Policy Research 145, Jerusalem: The Israel Democracy Institute, pp. 42-39, 69-67.

Marino, Bruno, Nicola Martocchia , Diodati and Luca Verzichelli . Forthcoming. "The Personalization of Party Politics in Western Europe (1985-2016): Evidence from an Expert Survey," *Acta Politica* .

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## 5. Personalization and personalism in the controlled (network) media

Zamir, Shahaf, and Gideon Rahat 2019 . *Political personalization Online: Parties and politicians in Israel in a comparative perspective*. Policy Research 124, Jerusalem: The Israel Democracy Institute.

## 6. Personalization and personalism in controlled and uncontrolled communication (not on the network)

Rahat , Gideon and Ofer Kenig . 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies* . Oxford University Press, Oxford, pp. 154 - 160 .

Van Aelst , Peter, Tamir Sheafer and James Stanyer . 2012. "The Personalization of Mediated Political Communication: A Review of Concepts, Operationalizations and Key Findings." *Journalism* , 13 ( 2 ): 203-220.

Rahat, Gideon. 2019. *The decline of the group and the rise of the star (s). From partisan politics to personal politics* . Policy Research 145, Jerusalem: The Israel Democracy Institute, pp. 43-51, 71-70.

Carvonen Lauri. 2010. Chapter 4, "How Politics is Presented: Media and Personalization, " *The Personalization of Politics: A Study of Parliamentary Democracies* . Colchester: ECPR Press, pp. 85-99.

## 7. Personalization and personalism in the behavior of politicians

Rahat , Gideon , and Ofer Kenig . 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies* . Oxford University Press, Oxford, pp. 160-164.

Rahat, Gideon. 2019. *The decline of the group and the rise of the star (s). From partisan politics to personal politics* . Policy Research 145, Jerusalem: The Israel Democracy Institute, pp. 61-52, 72-75.

## 8. Personalization and personalism in voters' behavior

Rahat , Gideon , and Ofer Kenig . 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies* . Oxford University Press, Oxford, pp. 164 -170 .

Rahat, Gideon. 2019. *The decline of the group and the rise of the star (s). From partisan politics to personal politics* . Policy Research 145, Jerusalem: The Israel Democracy Institute, pp. 65-62, 76-75.

Garzia , Diego and Frederico Ferreira da Silva. 2021. "Negative Personalization and Voting Behavior in 14 Parliamentary Democracies, 1961-2018," *Electoral Studies* , 71 (2): 1-11.

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## 9. Comparative overview

Rahat , Gideon and Ofer Kenig . 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies* . Oxford University Press, Oxford, pp. 192- 208 .

## 10. Causes for personalization

Rahat, Gideon. 2019. *The decline of the group and the rise of the star (s). From partisan politics to personal politics* . Policy Research 145, Jerusalem: The Israel Democracy Institute, pp. 38-29.

or:

Rahat , Gideon and Ofer Kenig . 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies* . Oxford University Press, Oxford, pp. 125 -136, 197-199 .

Rahat , Gideon , and Tamir Sheafer . 2007. "The Personalization (s) of Politics: Israel 1949-2003," *Political Communication* , 24 ( 1 ): 65-80.

Garzia , Diego, Frederico Ferreira da Silva, and Andrea De Angelis. 2020. "Image that Matters: News Media Consumption and Party Leader Effects on Voting Behavior ," *The International Journal of Press / Politics* , 25 (2): 238-259.

## 11. The political consequences of personalization

Rahat, Gideon. 2019. *The decline of the group and the rise of the star (s). From partisan politics to personal politics* . Policy Research 145, Jerusalem: The Israel Democracy Institute, pp. 95-77.

or:

Rahat , Gideon , and Ofer Kenig . 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies* . Oxford University Press, Oxford, pp. 208 - 220 .

Andrea Kendall-Taylor, Erica Frantz and Joseph Wright . 2017 . " The Global Rise of Personalized Politics: It's Not Just Dictators Anymore, " *The Washington Quarterly* , 40 ( 1 ): 7-19 .

Erica Frantz, Andrea Kendall-Taylor, Carisa Nietzsche , Joseph Wright. 2021. "How Personalist Politics Is Changing Democracies," *Journal of Democracy* , 32 (3): 94-108.

Mauro Calise . "The Personalization of Power". *Studia Politica* . Romanian Political Science Review 4: 617-622.

## 12. Class exam, submission of research proposals

Article presentations: Presenting and responding

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13. Article presentations and discussion: Presidentialism

Poguntke, Thomas, and Paul Webb. 2018. "Presidentialization, Personalization and Populism: The Hollowing out of Party Government," in William P. Cross WP, Richard S. Katz and Scott Pruyers (eds.), *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 181-196.

As one unit:

Kefford, Glenn. 2013. "The Presidentialization of Australian Politics? Kevin Rudd's Leadership of the Australian Labor Party," *Australian Journal of Political Science*, 48 (2): 135-146.

Dowding, Keith. 2013. "Presidentialization Again: A Comment on Kefford," *Australian Journal of Political Science*, 48 (2): 147-149.

Kefford, Glenn. 2013. "A Rejoinder to Dowding," *Australian Journal of Political Science*, 48 (2): 150-151.

14. Article presentations and discussion: Institutionalized Personalization and Personalism - Government Institutions and Parties

Renwick, Alan, and Jean-Benoit Pilet. 2018. "Personalization, Personalism and Electoral Systems," in William P. Cross WP, Richard S. Katz and Scott Pruyers (eds) *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 19-38.

Gauja, A nika. 2018. "Party Organization and Personalization," in William P. Cross WP, Richard S. Katz and Scott Pruyers (eds) *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 125-142.

or

Musella, Fortunato. 2020. "The Personalization of Italian Political Parties in Three Acts," *Contemporary Italian Politics*, 12 (4): 411-424.

15. Article presentations and discussion: Personalization and media personalism - controlled communication (general)

Pruyers, Scott, and William P. Cross. 2018. "Personalism and Election Campaigning," in William P. Cross WP, Richard S. Katz and Scott Pruyers (eds), *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 57-77.

Steffan, Dennis and Niklas Venema. Forthcoming. *Personalized, De-Ideologised and Negative? A Longitudinal Analysis of Campaign Posters for German Bundestag Elections, 1949-2017*, *European Journal of Communication*, 34 (3): 267-285.

16. Article presentations and discussion: Personalization and media personalism - controlled media (Internet)

Two of three:

Metz, Manon, True Kruikemeier and Sophie Lecheler. 2020. "Personalization of P

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olitics on Facebook: Examining the Content and Effects of Professional, Emotional and Private Self- Personalization, " *Information, Communication & Society* , 23 (10): 1481-1498.

Noon Nave, Nir , Limor Shifman , and Keren Tenenboim-Weinblatt . Forthcoming. " Talking It Personally: Features of Successful Political Posts on Facebook ," *Social Media + Society* .

Kruikemeier , S anne , Guda van Noort , Rens Vliegenthart and Claes H. de Vreese . 2013. " Getting Closer: The Effects of Personalized and Interactive Online Political Communication ," *European Journal of Communication* , 28 ( 1 ): 53-66.

#### 17. Article presentations and discussion: Personalization and personalism - uncontrolled media

Amsalem, Eran, Alon Zoizner , Tamir Sheafer , Stefaan Walgrave , and Peter John Loewen. Forthcoming. " The Effect of Politicians' Personality on Their Media Visibility ," *Communication Research* .

Deacon, David , and Emily Harmer. 2019. "The Present in Retrospect: Press Reporting of UK General Elections, 1918-2015," *Journalism* . 20 (8): 994-1013.

Balmas , Meital and Tamir Sheafer . 2013. " Leaders First, Countries After: Mediated Political Personalization in the International Arena, " *Journal of Communication* , 63 ( 3 ): 454-475 .

#### 18. Article presentations and discussion: Personalization and personalism in the behavior of politicians

Two out of four:

Wauters , Bram, Nicolas Boutequa , and Benjamin de Vet. 2021 \_ " Personalization of Parliamentary Behavior : Conceptualization and Empirical Evidence from Belgium (1995-2014) , " *Party Politics* . 27 (2): 246-257.

Friedman, Avital , and Chen Friedberg. 2021 \_ "Personalized Politics and Weakened Parties— A n Axiom? Evidence from the Israeli Case, " *Party Politics* . 27 (2): 258-268.

Pedersen, Helene Helboe , and Jennifer Anne vanHeerde -Hudson. 2019 . " Two Strategies for Building a Personal Vote: Personalized Representation in the UK and Denmark," *Party Politics* , 59 (1): 17-26.

Chiru , Mihail . 2018 . " Exploring the Role of Decentralized Personalization for Legislative Behavior and Constituency Service ," in William P. Cross WP, Richard S. Katz and Scott Pruyssers (eds) , *The Personalization of Democratic Politics and the Challenge for Political Parties* . London: ECPR Press, pp. 143-161.

#### 19. Article presentations and discussion: Personalization and personalism in voter behavior

Two out of five:

da Silva, Ferreira , Frederico , Diego Garzia and Andrea De Angelis. 2021 \_ "From party to Leader Mobilization? The Personalization of Voter Turnout. " *Party Politics* , 27 (2): 220-233.

Quinlan, Stephen and Ian McAllister. 2022. "Leader or party? Quantifying and exploring behavioral personalization 1996-2019, " *Party Politics* , 28 (1): 24 - 37.

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Ferreira da Silva, Frederico , & Patricio Costa. 2019. "Do We Need Warm Leaders? Exploratory Study of the Role of Voter Evaluations of Leaders' Traits on Turnout in Seven European Countries, " *Journal of Political Research* , 58 (1): 117-140.

Bittner, Amanda 2021. "The Personalization of Politics in Anglo-American Democracies," 3 (Article 660607): 1-16.

Tsfati , Yariv and Jonathan Cohen. Shira Dvir-Gvirsman<sup>2</sup>, Keren Tsurriel , Israel Waismel -Manor and R. Lance Holbert. Forthcoming. "Political Para-Social Relationship as a Predictor of Voting Preferences in the Israeli 2019 Elections," *Communication Research* , 1-30.

## 20. Article presentations and discussion: Reasons for personalization and personalism

Rahat , Gideon , and Ofer Kenig . 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies* . Oxford University Press, Oxford, pp. 223-254 .

Diego Garzia , Frederico Ferreira da Silva & Andrea De Angelis. 2020. "Partisan Dealignment and the Personalization of Politics in West European Parliamentary Democracies, 1961-2018, *West European Politics* , 45 (2): 311-334.

Bøggild , Troels, Rosie Campbell, Marie Kaldahl Nielsen, Helene Helboe Pedersen and Jennifer Anne vanHeerde -Hudson. 2021 \_ "Which P ersonality F its P ersonalized R epresentation?" *Party Politics* . 27 (2): 269-281.

## 21. Lesson Presentation and Discussion: Results of Personalization 1

Katz , Richard S. \_ 2018. "Personalization, Party Government and Democracy," in William P. Cross , Richard S. Katz and Scott Pruyers (eds) , *The Personalization of Democratic Politics and the Challenge for Political Parties* . London: ECPR Press, pp. 215-232.

Rhodes-Purdy, Matthew and Raúl L. Madri . 2020. "The Perils of Personalism," *Democratization* , 27 (2): 321-339.

## 22. Article presentations and discussion: Results of Personalization 2

Fails, Matthew D. Forthcoming . " Oil I ncome and the P ersonalization of A utocratic P olitics ," *Political Science Research and Methods* .

Alexiadou , Despina and Eoin O'malley . Forthcoming. "The Leadership Dilemma: Examining the Impact of Strong Leaders on Parties." *European Journal of Political Research* .

23. Presentation of the studies of students (15 minutes, 15% grade on presentation, 5% for response)

24. Presentation of the studies of students (15 minutes, 15% grade on presentation, 5% for response)

25. Presentation of the studies of students (15 minutes, 15% grade on presentation, 5% for response)

26. Presentation of the studies of students (15 minutes, 15% grade on presentation, 5% for response)

## 27. How do you deal with personalization? Conclusions and recommendations

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including submission of position papers on the subject

Rahat, Gideon, and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 255-264.

Zamir, Shahaf and Gideon Rahat. 2019. *Political personalization Online: Parties and politicians in Israel in a comparative perspective*. Policy Research 124, Jerusalem: The Israel Democracy Institute, pp. 95-92.

Hanson, Stephen E. and Jeffrey S. Kopstein. Forthcoming. "Understanding the Global Patrimonial Wave," *Perspectives on Politics*, 1-13.

Rahat, Gideon, Ofer Koenig and Assaf Shapira. 2021. 'Rehabilitation of Parties in Israel: Why and How'. Assaf Shapira, Ofer Koenig, Gideon Rahat (eds.), *Rehabilitation of the Parties in Israel*. Jerusalem: The Israel Democracy Institute, pp. 59-13.

Goya, Anika. 2021. *Rehabilitation of parties in Israel In an age of personalization*. Assaf Shapira, Ofer Koenig, Gideon Rahat (Eds.), *Rehabilitation of the parties in Israel*. Jerusalem: The Israel Democracy Institute, pp. 156-123.

#### Course/Module aims:

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

At the end of this course, students will be able to:

- \* Analyze political personalization and personalism from a wide cross-national comparative perspective.
- \* Identify the challenges facing comparative political researchers in general and researchers of political personalization and personalism.
- \* To read and discuss in a critical manner studies in comparative politics in general and researchers of political personalization and personalism.
- \* To discuss central issues in comparative politics in an informed manner and with a theoretical understanding.
- \* Write an excellent seminar paper.
- \* To analyze and present academic articles.

#### Attendance requirements(%):

100

Teaching arrangement and method of instruction: Lectures (Teacher and students), discussions



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Course/Module Content:

1. Introduction
2. Writing a seminar and preparing class presentations
3. Personalization and Personalism: Definition and Types  
Personalization a: Definition and Types

Rahat, Gideon, and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 115-125.

Pedersen, Helene H., and Gideon Rahat. Forthcoming. "Introduction: Political Personalization and Personalized Politics within and beyond the Behavioral Arena," *Party Politics*.

*Student presentations:*

Balmas, Meital, Gideon Rahat, Tamir Sheafer and Shaul Shenhav. 2014. "Two Routes to Personalized Politics: Centralized and Decentralized Personalization," *Party Politics*, Vol. 20, No. 1, pp. 37-51.

Pruysers, Scott, William P. Cross and Richard Katz. 2018. "Personalism, Personalization and Party Politics," in William P. Cross, Richard Katz and Scott Pruyers (eds), *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 1-18.

Pruysers, Scott, and William P. Cross. 2016. "Research Note: 'Negative' Personalization: Party Leaders and Party Strategy," *Canadian Journal of Political Science*, Vol. 49, No. 3, pp. 539-558.

Poguntke, Thomas, and Paul Webb. 2018. "Presidentialization, Personalization and Populism: The Hollowing out of Party Government," in William P. Cross WP, Richard S. Katz and Scott Pruyers (eds.), *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 181-196.

*Institutional Personalization*

Rahat, Gideon, and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 137-146.

*Student presentations:*

Renwick, Alan, and Jean-Benoit Pilet. 2018. "Personalization, Personalism and Electoral Systems," in William P. Cross WP, Richard S. Katz and Scott Pruyers (eds) *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 19-38.

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## *Institutional personalization: non-governmental institutions*

Rahat, Gideon and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 146-154.

### *Student presentations:*

Stewart, David. 2018. "Primaries and the Personalization of Party Leadership," in William P. Cross WP, Richard S. Katz and Scott Pruyssers (eds) *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 79-102.

Gauja, Anika. 2018. "Party Organization and Personalization," in William P. Cross WP, Richard S. Katz and Scott Pruyssers (eds) *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 125-142.

## *Personalization of the uncontrolled media*

Rahat, Gideon and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 154-157.

Van Aelst, Peter, Tamir Sheafer and James Stanyer. 2012. "The Personalization of Mediated Political Communication: A Review of Concepts, Operationalizations and Key Findings." *Journalism*, Vol. 13, No. 2, pp. 203-220.

### *Student presentations:*

Amsalem, Eran, Alon Zoizner, Tamir Sheafer, Stefaan Walgrave, and Peter John Loewen. Forthcoming. "The Effect of Politicians' Personality on Their Media Visibility," *Communication Research*.

Deacon, David, and Emily Harmer. Forthcoming. "The Present in Retrospect: Press Reporting of UK General Elections, 1918-2015," *Journalism*.

Balmas, Meital and Tamir Sheafer. 2013. "Leaders First, Countries After: Mediated Political Personalization in the International Arena," *Journal of Communication*, Vol. 63, No. 3, pp. 454-475.

## *Personalization in the controlled media (internet)*

זמיר, שחף, וגדעון רהט 2019. פרסונליזציה פוליטית מקוונת: מפלגות ופוליטיקאים בישראל במבט השוואתי. ירושלים: המכון הישראלי לדמוקרטיה. <https://www.idi.org.il/media/12563/political-personalization.pdf>

### *Student presentations:*

Manon Metz, Sanne Kruikemeier and Sophie Lecheler. Forthcoming. "Personalization of Politics on Facebook: Examining the Content and Effects of Professional,

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*Emotional and Private Self- Personalization, Information, Communication & Society.* Noon Nave, Nir, Limor Shifman, and Keren Tenenboim-Weinblatt. Forthcoming. "Talking It Personally: Features of Successful Political Posts on Facebook," *Social Media + Society*.

Poulakidakos, Stamatis and Iliana Giannouli. 2019. "Greek Political Leaders on Instagram: Between "Soft" and "Hard" Personalization," in Anastasia Veneti, Daniel Jackson and Darren G. Lilleker (eds), *Visual Political Communication*. London: Palgrave Macmillan.

Graham, Todd, Daniel Jackson, and Marcel Broersma. 2018. "The Personal in the Political on Twitter: Towards a Typology of Politicians' Personalized Tweeting Behaviours," in Julia Schwanholz, Todd, Graham and Peter-Tobias Stoll. (eds), *Managing Democracy in the Digital Age*. Springer, Cham, pp. 137-157.

Kruikemeier, Sanne, Guda van Noort, Rens Vliegenthart and Claes H. de Vreese. 2013. "Getting Closer: The Effects of Personalized and Interactive Online Political Communication," *European Journal of Communication*, Vol. 28, No. 1, pp. 53-66.

Gunn, Sara Enli, and Eli Skogerbo. 2013. "Personalized Campaigns in Party-Centered Politics, Information," *Communication & Society*, Vol. 16, No. 5, pp. 757-774.

Livak, Lior, Azi Lev-On and Gideon Doron. 2011. "MK Websites and the Personalization of Israeli Politics," *Israel Affairs*, Vol. 17, No. 3, pp. 445-466.

Hermans, Liesbeth, and Maurice Vergeer. 2013. "Personalization in E-Campaigning: A Cross-National Comparison of Personalization Strategies used on Candidate Websites of 17 Countries in EP Elections," *New Media & Society*, Vol. 15, No. 1, pp. 72-92.

#### *Personalization in the controlled media (propaganda)*

Rahat, Gideon and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 157-160.

#### *Student presentations:*

Karvonen Lauri. 2010. Chapter 4, "How Politics is Presented: Media and Personalization," *The Personalization of Politics: A Study of Parliamentary Democracies*. Colchester: ECPR Press, pp. 85-99.

Steffan, Dennis and Niklas Venema. Forthcoming. "Personalised, De-Ideologised and Negative? A Longitudinal Analysis of Campaign Posters for German Bundestag Elections, 1949-2017," *European Journal of Communication*.

Yin Chan, Hei. 2018. "The Territoriality of Personalization: New Avenues for Decentralized Personalization in Multi-Level Western Europe," *Regional & Federal Studies*, Vol. 28. No. 2, pp. 107-123.

Pruysers, Scott, and William P. Cross. 2018. "Personalism and Election Campaigning," in William P. Cross WP, Richard S. Katz and Scott Pruyers (eds), *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 57-77.

Kriesi, Hanspeter. 2012. "Personalization of National Election Campaigns," *Party*

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*Politics*, Vol. 18, No. 6, pp. 825–844.

### *Politicians Behavior*

Rahat, Gideon, and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 160-164.

#### *Student presentations:*

Wauters, Bram, Nicolas Bouteica, and Benjamin de Vet. *Forthcoming*.

“Personalization of Parliamentary Behaviour: Conceptualization and Empirical Evidence from Belgium (1995–2014),” *Party Politics*.

Friedman, Avital, and Chen Friedberg. *Forthcoming*. “Personalized Politics and Weakened Parties—An Axiom? Evidence from the Israeli Case,” *Party Politics*.

Bøggild, Troels, Rosie Campbell, Marie Kaldahl Nielsen, Helene Helboe Pedersen and Jennifer Anne vanHeerde-Hudson. *Forthcoming*. “Which Personality Fits Personalized Representation?” *Party Politics*.

Pedersen, Helene Helboe, and Jennifer Anne vanHeerde-Hudson. *Forthcoming*. “Two Strategies for Building a Personal Vote: Personalized Representation in the UK and Denmark,” *Party Politics*.

Chiru, Mihail. 2018. “Exploring the Role of Decentralized Personalization for Legislative Behaviour and Constituency Service,” in William P. Cross WP, Richard S. Katz and Scott Pruyers (eds), *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 143–161.

### *Voters Behaviour*

Rahat, Gideon, and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 164-170.

#### *Student presentations:*

Dodeigne, Jérémy, and Jean-Benoit Pilet. *Forthcoming*. “Centralized or Decentralized Personalization? Measuring Intra-Party Competition in Open and Flexible List PR Systems,” *Party Politics*.

Ferreira da Silva, Frederico, Diego Garzia and Andrea De Angelis. *Forthcoming*. “From party to Leader Mobilization? The Personalization of Voter Turnout.” *Party Politics*.

Daoust, Jean-Francois, Andre ´ Blais and Gabrielle Pe ´loquin-Skulski. *Forthcoming*. “What do Voters do When they Prefer a Leader from Another Party?” *Party Politics*.

Wauters, Bram, Peter Thijssen, Peter Van Aelst and Jean-Benoit Pilet. 2018. “Centralized Personalization at the Expense of Decentralized Personalization: The Decline of Preferential Voting in Belgium (2003–2014),” *Party Politics*, Vol. 24, No. 5,

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pp. 511-523.

Bittner, Amanda. 2018. "The Personalization of Parliamentary Elections?" in William P. Cross WP, Richard S. Katz and Scott Pruyers (eds), *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 39-55,

Zittel, Thomas. 2017. "The Personal Vote," in Kai Arzheimer, Jocelyn Evans & Michael S. Lewis-Beck (eds), *The SAGE Handbook of Electoral Behaviour*. London: SAGE, pp. 668-687.

### General comparative outlook

Rahat, Gideon and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 192-208.

Exam (20% of the grade)

Research proposal (10% of the grade)

### Causes for Personalization

#### Causes for Personalization: General

Rahat, Gideon, and Tamir Sheafer. 2007. "The Personalization(s) of Politics: Israel 1949-2003," *Political Communication*, Vol. 24, No. 1, pp. 65-80.

Rahat, Gideon and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 197-199.

Rahat, Gideon and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 125-136.

Rahat, Gideon, and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 223-254.

#### Causes for Personalization: different faces

#### Student presentations:

Liu, Imogen T. 2019. "Electoral Reform and the Behavioural Personalisation of Voters: The Impact of System Change on the Importance of Party Leader and Party Evaluations in New Zealand Elections." *Political Science*.

Bøggild, Troels et al. Forthcoming. "Which Personality Fits Personalized Representation?" *Party Politics*.

Two pages essay on the causes of personalization (15% of the grade)

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### 5a. The political consequences of personalization: General

Rahat, Gideon, and Ofer Kenig. 2018. *From Party Politics to Personalized Politics? Party Change and Political Personalization in Democracies*. Oxford University Press, Oxford, pp. 208-220.

Andrea Kendall-Taylor, Erica Frantz and Joseph Wright. 2017. "The Global Rise of Personalized Politics: It's Not Just Dictators Anymore," *The Washington Quarterly*, Vol. 40, No. 1, pp. 7-19

Student presentations:

Katz, Richard S. 2018. "Personalization, Party Government and Democracy," in William P. Cross, Richard S. Katz and Scott Pruyssers (eds), *The Personalization of Democratic Politics and the Challenge for Political Parties*. London: ECPR Press, pp. 215-232.

Rhodes-Purdy, Matthew and Raúl L. Madri. 2020. "The Perils of Personalism," *Democratization*, Vol. 27, No. 2, pp. 321-339.

Denner, Nora, Benno Vuererbl, and Thomas Koch. 2019. "A Matter for the Boss? How Personalized Communication Affects Recipients' Perceptions of an Organization During a Crisis," *International Journal of Communication*, Vol. 13, pp. 2026-2044.

### The political consequences of personalization: different Faces

Renwick, Alan, and Jean-Benoit Pilet. 2016. *Faces on the Ballot: The Personalization of Electoral Systems in Europe*. Oxford: Oxford University Press, pp. 249-273.

Mazzoleni, Gianpietro. 2000. "A Return to Civic and Political Engagement Prompted by Personalized Political Leadership?", *Political Communication*, Vol. 17, No. 4, p. 325-328.

Katz, Richard S. 2019. "Special Issue 2019: European and American Political Parties: Becoming More Similar?", *Journal of Elections, Public Opinion and Parties*, Vol. 29, No.4, pp. 427-447.

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### 5c. The political consequences of personalization: Non-Democratic Countries

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## 6. Coping with political personalization: conclusions and summary

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<https://www.idi.org.il/media/12563/political-personalization.pdf>

Two pages essay on coping with political personalization (15% of the grade)

7. Writing a seminar

8. Research Presentation (10% of the grade)

9. Summery and Conclusions

Required Reading:

רהט, גדעון. 2019. ירידת הקבוצה ועליית הכוכב(ים). מפוליטיקה מפלגתית לפוליטיקה אישית. מחקר מדיניות 145, ירושלים: המכון הישראלי לדמוקרטיה, עמ' 14-28.

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Grading Scheme:

*Essay / Project / Final Assignment / Home Exam / Referat 20 %*

*Presentation / Poster Presentation / Lecture/ Seminar / Pro-seminar / Research proposal 20 %*

*Mid-terms exams 20 %*

*Presentation / Poster Presentation / Lecture 20 %*

*Other 20 %*

Additional information: