CM/PO 323 CAMPAIGNING IN EUROPE: FROM PROPAGANDA TO POLITICAL MARKETING
IES Abroad Barcelona

DESCRIPTION: A national political campaign is better than the best circus ever heard of, with a mass baptism and a couple of hangings thrown in.
H. L. Mencken

Politics is as old as humankind, and the electoral campaign – political parties seeking to win voter support in the period preceding an election – is one of the fundamental moments of the democratic life of every society.

Candidates use a variety of techniques to reach voters: the effort to execute or banish Socrates from Athens in the 5th Century BC or the uprising of petty nobility against John of England in the 13th Century, can be considered examples of proto-political campaigns. But nowadays established democracies seem to be witnessing a decline in vitality in that formal political systems are not able to mobilize the support and engagement of citizens as in the past: we are facing a decline in civic engagement, a decreasing voter turnout during elections and a significant decline in party-membership. To face this situation politicians have to create new ways to get closer to people, such as the application of marketing principles and procedures in political campaigns.

The main focus of this interdisciplinary course is to provide the student with a complete understanding of both the development of political campaigns through history and the relations between political systems and political campaigns.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: none

ADDITIONAL COST: none

METHOD OF PRESENTATION:
The course is largely discussion-based. Students are expected to come to class prepared (i.e. not only having done the readings but also having considered them in depth) and participate actively in the discussions. Each student will be appointed to lead the discussion in class for one reading.

REQUIRED WORK AND FORM OF ASSESSMENT:
Assignments and Grading:
1. Midterm Exam (20%)
2. Research paper (20%): Students are asked to prepare a research paper (8-10 pages, Times New Roman 12) on a topic agreed with the instructor
3. Oral presentation (20%): Students will be asked to present a group research project, on a topic agreed with the instructor, to the class, generating a debate.
4. Concluding debate (10%): In the second part of the course, students are asked to take part in a Concluding Debate, based on what they have learned, and on specific reading, about differences and similarities between American Presidential Campaigns and European National Campaigns, where they have to show that they can compare and assess differences and similarities.
5. Class participation (10%): insights and comments about course readings, responsiveness to classmates’ contributions.
6. Final Exam (20%).
LEARNING OUTCOMES:
By the end of the course students will be able to:

- **Knowledge**
  - Identify the main political actors in Europe;
  - Outline the historical evolution of political campaigns;
  - Differentiate campaigning strategies;
  - Connect campaigns to political systems.

- **Skills**
  - Describe and analyze the different and contradictory dynamics of European political communication;
  - Analyze the relations between different political environment and different communication strategies;
  - Explain contemporary trends in the relationship between politics, marketing and communications;
  - Analyze political implications of new media and new strategies.

- **Values**
  - Compare strategies in different European countries;
  - Assess the differences between Europe and USA;

ATTENDANCE POLICY:
Attendance is mandatory for all IES Abroad classes, including course-related trips. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of documented medical or family emergencies. If a student misses more than three classes in any course 3 percentage points will be deducted from the final grade for every additional absence. Seven absences in any course will result in a failing grade.

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<td>Political campaigns and new media: Obama’s revolution.</td>
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<td>• Stirland, S. L., ”Inside Obama’s Surging Net-Roots Campaign”, <em>The Wired</em>, March, 3 2008, <a href="https://www.wired.com/2008/03/inside_obama/">Inside Obama's Surging Net-Roots Campaign</a></td>
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**Final exam**

**REQUIRED READINGS:**


**RECOMMENDED READINGS:**


Stanford Political Communication Lab

Some films on Campaigns.
There are two types: propaganda films, aimed to persuade people, and films on political campaigns.

Propaganda:
Sergei Eisenstein, The Battleship Potemkin, 1925 (USSR propaganda)
Leni Riefenstahl, Triumph of the Will, 1934 (Nazi propaganda)

Films and Documentaries:
Orson Welles, Citizen Kane, 1941, (USA)
Roberto Rossellini, Rome, Open City, 1945 (about Fascism)
Gillo Pontecorvo, Kapò, 1959 (about Holocaust)
Mark Herman, The Boy in the Striped Pyjama, 2008 (about Holocaust)
Michael Ritchie, The Candidate, 1972
Mike Nichols, Primary colors, 1998 (USA)
Nanni Moretti, Il Caimano, 2006 (Italy and Berlusconi)
Joshua Michael Stern, Swing Vote, 2008 (USA)

TV Shows:
Aaron Benjamin Sorkin, The West Wing, 1999 (USA).