

Faculty of Economics and Political Science

Covering Elections Campaigns

Information :

Course Code : PMM 411

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Political Mass Media

Instructor Information :

| Title | Name | Office hours |
|----------|---|--------------|
| Lecturer | SAHAR MOHAMED TALAAT MOHAMED ABDALLAH ELASHMAWY | 2 |

Area Of Study :

To be able to evaluate the credentials of a candidate to select who to vote for, a citizen must know of the candidate's mere existence in the race. Media plays this critical role of focusing its lights on specific candidates, in a positive or a negative way, which shapes the final result of the elections in one way or another. This course teaches about the role that media plays in elections and the techniques and strategies used by media organizations that guide their coverage. Students are responsible to meet with the candidates of political parties and presidential candidates in Egypt to know more about how campaign management differs across party ideology and position. Students are responsible for presenting models of campaigns and evaluating their strengths and weaknesses.

Course Goals:

- ✓ Explain why some people choose to vote while others do not.
- ✓ Compare theories of political participation.
- ✓ Critically assess media messages about candidates and their campaigns.
- ✓ Examine different propaganda techniques used in elections throughout history.
- ✓ Evaluate election campaigns in terms of campaign management and message crafting.

Description :

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Course outcomes :

a. Knowledge and Understanding: :

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| 1 - | Identify theories of vote choice |
| 2 - | Describe campaign models |
| 3 - | Recognize how to take an active role in electoral politics |
| 4 - | Discuss the controversies associated with campaign media and campaign finance |

b.Intellectual Skills: :

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| 1 - | Assess how campaign messages are tailored for different segments of society. |
| 2 - | Analyze the influence of public opinion polling on electoral politics. |
| 3 - | Compare the effectiveness of election campaigns in different political environments. |

c.Professional and Practical Skills: :

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| 1 - | Report on electoral campaigns objectively. |
| 2 - | Write clearly, correctly and concisely. |
| 3 - | Criticize election campaigns in terms of merits and drawbacks. |
| 4 - | Evaluate the effectiveness of election campaigns. |

d.General and Transferable Skills: :

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| 1 - | Use computers and the Internet. |
| 2 - | Work in a team environment. |
| 3 - | Translate to and from other languages. |
| 4 - | Apply practical and professional problem solving. |

Course Topic And Contents :

| Topic | No. of hours | Lecture | Tutorial / Practical |
|--|--------------|---------|----------------------|
| Introduction and syllabus | 3 | 1 | |
| Theories of Vote Choice | 6 | 2 | |
| Electioneering | 6 | 2 | |
| Reporting on Election Campaigns | 3 | 1 | |
| Midterm Exam | | 1 | |
| Municipal and County Elections | 3 | 1 | |
| Case Studies: Local and International Election Campaigns | 3 | 1 | |
| Campaign Finance: Issues and Controversies | 3 | 1 | |
| Campaign Media: Issues and Controversies | 3 | 1 | |
| The Future of Campaigns and Elections | 6 | 2 | |
| Revision | | | |
| Final Exam | | 1 | |

Teaching And Learning Methodologies :

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| Data show and computer in lectures |
| Demonstration videos |
| Group discussion |
| Research Paper |

Course Assessment :

| Methods of assessment | Relative weight % | Week No | Assess What |
|---|-------------------|---------|---|
| Course Work (Attendance, Participation, Assignments and Final Assignment) | 30.00 | | To assess understanding, theoretical background of the intellectual and practical skills. |
| Final Exam | 40.00 | 15 | To assess knowledge and intellectual skills |
| Midterm Exam | 30.00 | 7 | To assess professional skills |