



**Kadir Has University**  
**Faculty of Communications**  
**Department of PR and Information**

## **PR 404: Political Communication and Campaigning**

**M 11.30-1.30, D-103**

**TH 13.00-14.30, D-112/Field work**

**Instructor**  
**Office Location**  
**Office Hours**  
**Email**  
**Twitter**

Dr. Efe Sevin  
A261  
TH 13.00-14.00, TH 16.00-17.00, or by appointment  
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**Course Description:** This class explores the mediated and non-mediated interactions between the public(s) and politicians, with a specific focus on election campaigns. Topics to be covered in this course include political marketing, mass communication, persuasion, Turkish politics in a communication framework, and campaign management. The class discussions will bring in two different points of views: those belonging to practitioners creating campaign messages and to critical consumers of such messages.

**Course Objectives:** Much to learn you still have. Yet, by the end of this course, you will be able to:

- 1- explain the importance of elections to citizens and campaign management to politicians,
- 2- discuss the role of different media platforms in political communication,
- 3- understand the ‘limits’ of political communication,
- 4- describe the landscape of Turkish electoral politics (well, you know, at least you will try),
- 5- compare the Turkish campaigns with other examples
- 6- develop political communication campaigns,
- 7- critically evaluate campaign strategies.

### **Assignments/Requirements:**

Blackboard Participation	10%
Reaction Papers	45% (3x15%)
Final Project	45% (30% paper, 15% presentation)

If my math has not failed me entirely, these should add up to 100%.

**Course structure:** Each week, we will have two sessions – one in class, one on Blackboard. In-class sessions will be held on Mondays from 11.30 am to 1.30 pm. Blackboard sessions will take start after each class and end on Thursday 5 pm. Please see your Blackboard participation assignment in the next section.

### **Assignments:**

In **Blackboard Participation**, each week one student (please watch Blackboard for the assignments) will ask a question about the following week’s paper. All other students are expected to provide a short answer.

You will write three **reaction papers**. I will present you three statements (quoted from our class discussions / readings) and you will be asked to present your own ideas on the topic. Each reaction paper is expected to be 1000-1500 words. Below you can see the deadlines. Additional details will be given when topics are distributed:

Reaction Paper 1 (Topics distributed on Week 2, due on Week 4)

Reaction Paper 2 (Topics distributed on Week 5, due on Week 7)

Reaction Paper 3 (Topics distributed on Week 9, due on Week 11)

Your **final project** is composed of three parts: an outline, final presentations, and final paper. Your assignment is to prepare a campaign strategy sales-pitch for an “independent” candidate that wants to run for parliament from your hometown in 2015. You will need to convince the candidate that s/he needs to hire you as a campaign advisor and you can help him/her win.

You will first submit me a final project outline (table of contents or a rough draft) by Week 9. You will present your sales-pitch to me and your colleagues on Week 14. Based on the feedback you receive from the audience, you will update your pitch and submit a 10-15 page (excluding a one-page executive summary) final project in which you will outline the needs of the said candidate, and present appropriate recommendations.

Final project outline Week 9

Final presentations Weeks 14

Final project deadline One week after your presentation

### **Textbook and Core Readings:**

Lees-Marshment, Jennifer. *Political Marketing: Principles and Applications*. London ; New York: Routledge, 2009. **(Principles)**

Lees-Marshment, Jennifer, ed. *Routledge Handbook of Political Marketing*. Routledge Handbooks. Abingdon, Oxon ; New York: Routledge, 2012. **(Handbook)**

Other readings will be made available through Blackboard.

## Course Schedule

\*\*Readings are to be completed before class on the scheduled date\*\*

### *I. Introduction and Course Overview*

**Week 1 February 8<sup>th</sup>** – *What are we going to do this semester? Introduction*

**Week 2 February 15<sup>th</sup>** – *How do elections work? (a.k.a. Aysun Kayacı paradox)*  
*Historical context of elections and Turkish elections*

#### Readings:

- Szyliowicz, Joseph S. “The Turkish Elections: 1965.” *Middle East Journal* 20, no. 4 (October 1, 1966): 473–94. doi:10.2307/4324060.
- Sayarı, Sabri, and Yilmaz R. Esmer, eds. *Politics, Parties, and Elections in Turkey*. Boulder, CO: Lynne Rienner Pub, 2002., Chp. 1

### *II. Actors in Elections*

**Week 3 February 22<sup>nd</sup>** – *If your vote doesn't matter, why do you vote? Also, why do we buy lottery tickets? Voters*

#### Readings:

- Toros, Emre. “Social Indicators and Voting: The Turkish Case.” *Social Indicators Research* 115, no. 3 (February 2014): 1011–29. doi:10.1007/s11205-013-0247-5.
- Gladwell, Malcolm. *The Tipping Point: How Little Things Can Make a Big Difference*. 1st Back Bay pbk. ed. Boston, MA: Back Bay Books, 2002. Chp. 5 (Preferably, the entire book)

**Week 4 February 29<sup>th</sup>** – *How do people decide to run for office? A.k.a. Moving away from passenger-seat (rakı masası) governing. Politicians*

#### Readings:

- Fox, Richard. “Gender, Political Ambition and the Decision Not to Run for Office,” n.d.
- Recommended: Obama, Barack. *The Audacity of Hope: Thoughts on Reclaiming the American Dream*. New York: Vintage Books, 2008

**Week 5 March 7<sup>th</sup>** – *How come Turkey has so many ‘lobbies’? Interest Groups*

#### Readings:

- Interest Groups Today, <http://xroads.virginia.edu/~ma98/pollklas/thesis/ig.html> (Click on the links at the bottom)
- Political Interest Groups in Turkey, <http://countrystudies.us/turkey/85.htm>

Mearsheimer, John J., and Stephen M. Walt. "The Israel Lobby and US Foreign Policy." *Middle East Policy* 13, no. 3 (2006): 29–87.

### III. Campaigns and Strategies

**Week 6 March 14<sup>th</sup>** – Instructor out (no class)

**Week 7 March 21<sup>st</sup>** – *How do you 'sell' a person or an idea? Is "buy one, get one free" a good political marketing strategy?* **Political Marketing**

Readings:

Handbook, Chp 1.  
Principles, Chp 1 & 2.

**Week 8 March 28<sup>th</sup>** – *How do you move from a candidate to an elected official?*  
**Campaign Planning**

Readings:

Principles, Chp 3, 4, & 5  
Handbook Chp 13.

### IV. Campaign Advertising

**Week 9 April 4<sup>th</sup>** – *How do you attract media attention? (Or how do you avoid being a 'Demirtaş' to a TRT?)* **News Coverage**

Readings:

Jackson, Brooks. *UnSpun Finding Facts in a World of Disinformation*. New York, NY: Random House Trade Paperbacks, 2007. Chp 7 & Conclusion (Entire book is recommended)  
Handbook, Chp. 19 & 21.

**Week 10 April 11<sup>th</sup>** – *When do you attack your opponent and when do you promote your candidate?* **Ads and Negative Ads**

Readings:

Baumgartner, J. C. "Internet Political Ads in 2012: Can Humor Mitigate Unintended Effects of Negative Campaigning?" *Social Science Computer Review* 31, no. 5 (October 1, 2013): 601–13. doi:10.1177/0894439313490399.  
Handbook, Chp. 17

## V. Media and Political Communication

**Week 11 April 18<sup>th</sup>** – *Why is mass media still important? Was ‘video killed the radio star’ false? **Traditional Media***

### Readings:

Watch *The King's Speech*

*Principles Chp 7*

**Week 12 April 25<sup>th</sup>** – *What did the internet change in political communication? Did internet kill the video star? **Online Media***

### Readings:

*Handbook Chp 22*

Standage, Tom. *Writing on the Wall: Social Media, the First 2,000 Years*, 2013.

## VI. Cases

**Week 13 May 2<sup>nd</sup>** – *Campaign examples*

### Readings:

*Principles Chp 10*

Swanson, David L., and Paolo Mancini, eds. *Politics, Media, and Modern Democracy: An International Study of Innovations in Electoral Campaigning and Their Consequences*. Praeger Series in Political Communication. Westport, Conn: Praeger, 1996.

(Class will be divided in 3 groups, Group A will read chapters 3,4,5; Group B will read chapters 6, 7, 8, and Group C will read chapters 10, 11, 12)

## VII. Final Presentations

**Week 14 May 9<sup>th</sup>** – *Final Presentations*

## Course policies

I see the syllabus as a contract between the faculty member and the student and use the document accordingly. Below, you can find my policies regarding class decorum.

**Academic Integrity:** Students are expected to abide by Kadir Has University's academic integrity code. The code, adjudication process, and possible penalties are available at <http://www.khas.edu.tr/en/about-the-university/our-philosophy/academic-ethic.html>.

**There will be zero tolerance to integrity code violations.**

**Readings:** You are expected to read all the assigned readings, including the syllabus. You might be required and/or expected to refer to all the materials assigned, even if we did not discuss them in class.

**Presence:** Attendance is not required for this class. There will be no sign-in sheets. I will not be giving any VF grades. I believe classroom discussions and lectures are an important part of your experience, and encourage your presence and active participation.

**Class times:** Classes start on time! I will be in the classroom five minutes before our start time and will close the door at our scheduled start time. If you are late, wait until the break.

**Participation:** In class discussions, there are no "right" or "wrong" answers. Rather I seek thoughtful contributions. You will be evaluated on the quality (not quantity, I repeat, quality) of your insights. A high "quality" insight offers a different yet relevant point of view, is open to criticism, and moves the class discussion forward. *If you find it uncomfortable to speak up in class, please visit me before Week 3.*

**Meeting with the instructor:** I highly encourage you to stop by my office at least once during the semester and discuss your progress. If you are experiencing difficulty with any aspect of the course, arrange a meeting with me as soon as possible! I will be in my office during my office hours. If you need to see me outside my office hours, please e-mail me two business days in advance. Note that our meeting is not scheduled until I send you a confirmation e-mail with date, time, and place.

**Recording of classes:** Except for accessibility requirements, the students may not record any classroom activity without express written consent from me.

**Cell phone and laptop use:** No cell phones! You will be required to bring your laptops in during certain weeks. You can always use your laptop or other electronic devices for 'class purposes only'. If you are found using your devices for any other purpose, you will lose your privileges and will be forced to write a five-page paper praising Justin Bieber's musical talent. If for some reason, you need to stay connected, please inform me before the class time.

**Late assignments:** Absolutely no late submissions will be accepted.

**As the instructor, I reserve the right to modify this syllabus throughout the semester if necessary**

## Submitting assignments

- All assignments should be submitted through Blackboard's assignments section **before** 11.30 am on the due date.
- The files should be named LastName\_CourseCode\_AssignmentName
- All papers should be formatted Times New Roman, font size 12, double-spaced.
- One page roughly means 250 words.
- You should provide a title, your name, and the date of submission at the top of the first page.
- Each page needs to be numbered.
- Papers should have **no grammatical or spelling errors**. Try to convey your ideas in simple sentences, and proofread your work carefully before turning it in.
- References to authors must be cited using a standard citation method. Either footnotes or endnotes are acceptable. If you are not sure about citation styles, please contact me. "When in doubt, cite

*Late assignments:* Absolutely no late submissions will be accepted for papers. Do not forget the "due dates" on the syllabus are deadlines. You can submit your papers before the deadline. Please be prepared for computer crashes, file corruptions, sicknesses, family emergencies, etc. and do not wait until the deadline to submit your work.

Final presentations might be rescheduled only in the cases of serious illness and/or family emergency.