

Jeffrey Karp
j.karp@exeter.ac.uk
Course website: www.jkarp.com/s2010/
Office hours: Amory 232A Th 10-12 (and by appt.)
Office phone: 01392 26 3183

POL 2049 (15 credits)
Spring 2010
University of Exeter
Syllabus Version: 19.1.10

Tutors:
Georgios Xezonakis
Email: G.Xezonakis@exeter.ac.uk

Siim Trumm
Email: st319@exeter.ac.uk

Media, Public Opinion, and Campaigns

Module Description: This module examines the interaction between media, public opinion, and campaigns. We will study such issues as how much the public appears to know about politics and the role the media plays in enhancing or diminishing levels of knowledge, how the media covers political campaigns and the effects this coverage has on the behaviour of office-seekers, and the implications of these interactions for democracy.

Readings: The following book is essential reading and available for purchase from Blackwells (Queens car park).

Van der Eijk, Cees and Mark N. Franklin. 2009. *Elections and Voters*. Palgrave.

Other essential and recommended readings are listed on the module handbook (which can be obtained from the website listed above) and are available through the electronic library. Those readings that are not available on the electronic library will be made available on the course website.

Lectures and Tutorials: The course is taught by weekly lectures, linked tutorials and independent study. Lectures present the theoretical framework, key issues and debates and help guide your reading. Tutorials consist of presentations and group discussion focused on study questions and issues raised by students. All students will be expected to have read enough to contribute to the group discussions.

Assessment:

1. 1 x 2000 word essay (40%), BART submission date, March 18, 2010. Details about the essay will be distributed in the second week.
2. Final exam – 1 hour (60%), Exams commence the week of May 10 and end June 11. You will be notified of the time and place of the final exam by the exams office (ext. 3020).

Module Schedule:

- Week 1: **Elections and the Democratic Process in Advanced Industrial Democracies** (January 19)
- Week 2: **Electoral Institutions and Electoral Outcomes** (January 26)
- Week 3: **Voter Orientations** (February 2)
- Week 4: **Media Coverage** (February 9)
- Week 5: **The Media and Public Opinion** (February 16)
- Week 6: **Political Knowledge and Learning** (February 23)
- Week 7: **Campaign Finance** (March 2)
- Week 8: **Advertising** (March 9)
- Week 9: **Campaigns and Political Participation** (March 16)
- Week 10: **Issues, the Economy, and Character in Campaigns** (March 23)
- Week 11: **Summing Up: Assessing Electoral Democracy** (March 30)

Please see the module handbook for further details on specific readings and topics as well as policies and procedures for this module.