

Programme	BS Political Science	Course Code		Credit Hours	3
Course Title	Voting, Elections, Campaigns and Media				
Course Introduction					
<p>This course provides a comprehensive examination of the electoral process, focusing on the interconnections between voting behavior, election campaigns, and the role of media. It explores how elections are conducted, how campaigns are strategized and managed, and how media influences public perception and voter turnout. Students will engage with key theories of voting behavior, analyze the impact of campaign strategies, and evaluate the evolving role of traditional and digital media in shaping electoral outcomes. Through case studies and critical analysis, this course aims to equip students with a deep understanding of the dynamics of electoral politics in contemporary democracies.</p>					
Learning Outcomes					
<p>On the completion of the course,</p> <ul style="list-style-type: none"> • Students will be able to explain the fundamental principles of the electoral process and analyze factors influencing voting behavior, including psychological, social, and economic determinants. • Students will be able to critically analyze the strategies employed in election campaigns, including messaging, voter targeting, and the use of data analytics, and assess their impact on electoral outcomes. • Students will be able to evaluate the role of media, both traditional and digital, in shaping public opinion, influencing voter behavior, and determining the success of election campaigns. 					
Course Content				Assignments/Readings	
Week 1 and 2	<p>: Introduction to Electoral Systems</p> <ul style="list-style-type: none"> • Overview of Electoral Systems: Majoritarian, Proportional, Mixed • The Role of Elections in Democracy 				
Week 3 and 4	<p>Theories of Voting Behavior</p> <ul style="list-style-type: none"> • Psychological Models: The Michigan Model • Sociological Models: Columbia School 				
Week 5, 6 and 7	<p>Voter Turnout and Electoral Participation</p> <ul style="list-style-type: none"> • Factors Influencing Voter Turnout: Socioeconomic Status, Education, Age, and Gender 				

	<ul style="list-style-type: none"> • Voter Apathy and Political Disengagement • Case Studies: Voter Turnout in High and Low Participation Countries 	
Week 8	Mid Term Exam	
Week 9 and 10	Political Campaigns: Strategy and Management <ul style="list-style-type: none"> • Designing a Campaign: Targeting Voters, Crafting Messages • The Role of Campaign Staff and Consultants • Case Studies: Successful and Unsuccessful Campaigns 	
Week 11 and 12	Campaign Finance and Electoral Integrity <ul style="list-style-type: none"> • Sources of Campaign Funding: Public vs. Private • Regulation of Campaign Finance: Transparency and Accountability • Case Studies: Campaign Finance Scandals and Reforms 	
Week 13 and 14	Debates and Public Appearances in Campaigns <ul style="list-style-type: none"> • The Role of Debates in Shaping Voter Perceptions • Media Framing of Candidate Public Appearances • Case Studies: Key Political Debates and Their Outcomes 	
Week 15	Election Day and Voting Methods <ul style="list-style-type: none"> • Traditional Voting Methods: In-Person, Absentee, and Early Voting • The Rise of Electronic Voting and Its Challenges • Case Studies: Election Day Procedures in Different Countries 	
Week 16	Final Term Exam	
Textbooks and Reading Material		
1. Electoral Systems A Comparative Introduction by David M. Farnell, 2011 2nd edition, published by Red Globe Press .		

2. Electoral systems A Global Perspective by Elisabeth Carter, David M.Farrell and Gemma Looms, 2024 published by Bloomsbury Academic.
1. Grofman, B., & Lijphart, A. (Eds.). (2003). Electoral laws and their political consequences (Vol. 1). Algora Publishing.
2. Birnir, J. K. (2006). Ethnicity and electoral politics. Cambridge University Press.
3. Alvarez, R. M. (1998). Information and elections. University of Michigan Press.
4. Mackenzie, W. J. M. (2024). Free elections: an elementary textbook. Taylor & Francis.

Teaching Learning Strategies

Teaching learning strategies: class participation and panel discussion, to hold a seminar with effective students participation, interactive sessions with students, surprise quiz and presentation on relevant topics, to hold competition among students to discuss effectively different topics related to subject and appreciate students through giving them certificates.

Assignments: Types and Number with Calendar

1. Assignment types,
2. Quiz competition among students.
3. Presentations with question answers session
4. And group discussions

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.