Programme	BS Political Science	Course Code	PS-251	Credit Hours	03
Course Title	**Voting Elections: Campaign and Media**				

Course Introduction

This subject is very important because it will enable students to develop their critical thinking about elections and about importance of their vote. This subject will highlight how and in what way various factors play positive or negative role during elections. This subject will highlight role of involving actors in electoral process. This subject will provide an opportunity to Students to understand the concept of elections and participation.

Learning Outcomes

This subject will enable students to understand in a comprehensive way about the process of elections. It will enable students to understand various trends in voting behaviour of people. It will enable students to understand different factors which have potential to influence elections. It will enable students to realize the role of media.

Course Content		Assignments/Readings
Week 1-2	Conceptual analysis of electoral process.	
Week 3-4	Role of influential factors in electoral process.	
Week 5-6	Mechanism to organise elections.	
Week 7-8	Different trends in voting behaviour.	
Week 9-10	Election campaign and role of different factors.	
Week 11-12	Role of print media and electronic media In elections campaign.	
Week 13-14	Social media and election campaign	
Week 15-16		
	Final Term Exam	

Textbooks and Reading Material

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