

## COURSE DETAIL

### ELECTIONS AND POLITICAL COMMUNICATION IN MODERN BRITAIN: VOTERS, PARTIES AND PUBLIC OPINION

**Country**

United Kingdom - England

**Host Institution**

King's College London

**Program(s)**

King's College London

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Political Science

**UCEAP Course Number**

110

**UCEAP Course Suffix**

N

**UCEAP Official Title**

ELECTIONS AND POLITICAL COMMUNICATION IN MODERN BRITAIN: VOTERS,  
PARTIES AND PUBLIC OPINION

**UCEAP Transcript Title**

ELECTIONS/MOD BRIT

**UCEAP Quarter Units**

6.00

## **UCEAP Semester Units**

4.00

### **Course Description**

This course explores key topics in understanding British electoral behavior, election campaigning, and political communications, in particular the changing role and influence of public opinion on politics and vice versa. Topics covered include the nature and measurement of public opinion; theories of electoral behavior, and an introduction to the use of quantitative methods in political science; the nature, operation and impact on politics of the British electoral system; influence of the media on public opinion and politicians' attempts to communicate with the public through the media; the tension between "image" and "substance" in modern democratic decision making; and the democratic implications of modern trends including falling turnouts, lower engagement with politics and the parties' adoption of a political marketing philosophy. Each of these issues is set in context by examining their contribution to explaining the significance and/or outcome of various key elections in Britain since the 1930s.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

5SSIP005

### **Host Institution Course Title**

ELECTIONS AND POLITICAL COMMUNICATION IN MODERN BRITAIN: VOTERS, PARTIES AND PUBLIC OPINION

### **Host Institution Course Details**

<https://www.kcl.ac.uk/abroad/module-options/elections-and-political-communicati...>

### **Host Institution Campus**

King's College London

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**

**Course Last Reviewed**

2023-2024

[Print](#)