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

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