

Aims and Scope

The summer school examines the state of research as well as the state of current practises in political communication, modern campaign management and political consulting. It focuses on the growing professionalisation of elections, political communication and modern campaign techniques.

The school will comprise lectures, roundtables, workshops and small seminars which will be taught by an international faculty from countries such as Germany, Austria, United States, Britain etc., featuring recognized academic experts in the fields of political communication, campaigns and elections.

In addition, and throughout the course, there will be several guest lecturers, political consultants and other professionals in the fields of communications strategy, international electioneering, and political advocacy.

Please check our web site at www.political-campaigns.net for constantly updated information on the summer school program, the summer school lecturers and the schedule.

Convenors/Organizers

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International Summer Academy on Political Consulting and Strategic Campaign Communication

Date

July 17 through July 23, 2005

Location

Mannheim Centre for European Social
Research, University of Mannheim,
Germany



Intro

The **2005 International Summer School on "Political Consulting and Strategic Campaign Communication"** will be held at the *Mannheim Centre for European Social Research* in Mannheim, Germany from July 17 through July 23, 2005.

We extend this invitation to *advanced students, doctoral students and researchers*, who work on the issues that are relevant to the theme of the summer school such as political communication, political consulting, public affairs and campaigning. We also encourage junior politicians, community leaders, and members of the media to apply.

We particularly encourage participation of representatives from Central and Eastern Europe.

Contents

Students in this summer academy will be introduced to the current state of research on the professionalisation of political consulting, on international electioneering, issue advocacy, campaign management and techniques, election analysis, party vs. candidate-centred politics etc. Case studies of different kinds of campaigns will be analysed and classics of political communication and campaign literature will be discussed in small groups. Students will also be exposed to the practical and technical elements of effective communications in different kinds of campaigns, (election, issue advocacy, referendum as well as lobbying campaigns), including conceptualisation of strategy, development of message and speechwriting, and use of different types of media. The roles of pollsters, opposition researchers etc as well as the functions of negative campaigning and online campaigning will be addressed.

Infrastructure and Application

The **Summer School** will open on July 17, 2005 with the arrival of the participants.

Between Monday, July 18 and Saturday, July 23 the summer school will feature *six morning plenary sessions and five afternoon panels*, as well as a few workshop sessions. There will be ample opportunities for interaction with the faculty and among participants after the plenary sessions as well as during workshops, lunches, dinners and specials events.

The deadline for application (preferably online) is May 10, 2005.

An application form and details about the application process can be found and downloaded at our website **www.political-campaigns.net**. Notifications of acceptance will be sent early June 2005.

Accommodation and Subsistence Expenses

Although participation in the Summer School is free of charge and supported by the Volkswagen Foundation, participants (or their sponsoring organizations) must pay their own travel, accommodation and subsistence expenses. A small number of scholarships are available for needy participants from Central and Eastern Europe and non-OECD countries. Participants who successfully complete the course with a short exam will be awarded a course certificate at the end of the summer school.

