

## POL30032 Campaigns and Elections

<b>Credit Points:</b>	12.5
<b>Level:</b>	3 (Undergraduate)
<b>Dates &amp; Locations:</b>	2015, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: 30 contact hours per semester: 2 x one-hour lectures and a one-hour tutorial per week for 10 weeks. The Lecture and Tutorial programs are staggered and cover the 12 weeks of semester. Total Time Commitment: Total of 170 hours
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	Politics at levels 1 & 2
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	For the purposes of considering request for Reasonable Adjustments under the disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Coordinator:</b>	Dr Andrea Carson
<b>Contact:</b>	Dr Andrea Carson carsona@unimelb.edu.au
<b>Subject Overview:</b>	Elections lie at the heart of democracy. This subject examines why elections matter and how they feature in democratic theory and practice. Topics include electoral administration, voting systems and voter turnout, the role of political parties, the financing of campaigns and how elections are reported in the media. Students will also explore campaign strategy including case studies of famous and important election campaigns in Australia, the US and the UK.
<b>Learning Outcomes:</b>	On completion of this subject students should: <ul style="list-style-type: none"> <li># Develop a critical understanding of the political institutions and processes involved in elections and election campaigns;</li> <li># Be able to demonstrate an understanding of the key actors, policies, laws, issues and interests that shape election outcomes and the political, cultural and socio-economic contexts in which they operate;</li> <li># Be able to critically analyse the relationship between the media and election processes, and in doing so, apply concepts and theories that underpin those relationships;</li> <li># Be able to demonstrate an understanding of the scholarship that informs how election communication operates across various political and public contexts.</li> </ul>
<b>Assessment:</b>	A media election strategy of 1500 words (35%) due mid-semester, and an essay of 2500 words (65%) due during the examination period. Hurdle Requirement: This subject has a minimum hurdle requirement of 75% tutorial attendance. Regular participation in tutorials is required. Assessment submitted late without an approved extension will be penalised at 10% per day. In-class tasks missed without approval will not be marked. All pieces of written work must be submitted to pass this subject.
<b>Prescribed Texts:</b>	Online readings will be available via the subject LMS site at the beginning of the semester.

<b>Breadth Options:</b>	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> <li># <b>Bachelor of Biomedicine</b> (<a href="https://handbook.unimelb.edu.au/view/2015/B-BMED">https://handbook.unimelb.edu.au/view/2015/B-BMED</a>)</li> <li># <b>Bachelor of Commerce</b> (<a href="https://handbook.unimelb.edu.au/view/2015/B-COM">https://handbook.unimelb.edu.au/view/2015/B-COM</a>)</li> <li># <b>Bachelor of Environments</b> (<a href="https://handbook.unimelb.edu.au/view/2015/B-ENVS">https://handbook.unimelb.edu.au/view/2015/B-ENVS</a>)</li> <li># <b>Bachelor of Music</b> (<a href="https://handbook.unimelb.edu.au/view/2015/B-MUS">https://handbook.unimelb.edu.au/view/2015/B-MUS</a>)</li> <li># <b>Bachelor of Science</b> (<a href="https://handbook.unimelb.edu.au/view/2015/B-SCI">https://handbook.unimelb.edu.au/view/2015/B-SCI</a>)</li> </ul> <p>You should visit <b>learn more about breadth subjects</b> (<a href="http://breadth.unimelb.edu.au/breadth/info/index.html">http://breadth.unimelb.edu.au/breadth/info/index.html</a>) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Notes:</b>	This subject is available as Breadth to non-Bachelor of Arts students.
<b>Related Majors/Minors/Specialisations:</b>	Political Science Major Politics and International Studies Politics and International Studies Politics and International Studies