

<b>Titel:</b> Introduction into Comparative Government (VR): Election Campaigns in International Comparison	
<b>Art der Veranstaltung:</b> Proseminar	<b>Angeboten im:</b> Frühjahrsemester 2014

### **Kursbeschreibung:**

Although everyone talks about an assumed ‘Americanization’ of German election campaigns very few empirical studies exist which actually analyze electoral contests in a cross-national comparative perspective. So, how ‘Americanized’ are German campaigns in fact? Which similarities and which differences between American and German campaigns do exist? What are the reasons for the observed transnational changes in campaign styles nowadays? Is what we see perhaps just a necessary adaption of German campaigns to changes in their surroundings that would have occurred with or without the US role model? Given that this is the fact, should we than better speak of a ‘Modernization’ of campaigns than of an ‘Americanization’? Do campaigners only adopt American campaign practices or is it perhaps more suitable to use the term ‘Globalization’ as these trends more or less can be found in all Western democracies? Which role should be attributed to country-specific differences in the political system, the media system and political culture regarding constraints of an adoption of foreign campaign styles?

The course will start by giving an introduction to the basic principles of comparative politics as well as theory and methods of campaign research, before we will finally concern ourselves with a systematic cross-country and cross-time comparison of election campaigns in the United States and Germany.