POLITICAL PARTIES & ELECTIONS, FALL 2012

# THE FUTURE OF PAID MEDIA AND NEW/SOCIAL MEDIA

Semiatin chapters 3 (Devine) and 4 (Turk)

Wednesday, November 28

3.1/4.1 What topics or points in each chapter did you find most interesting or compelling, and why?

3.2 We will watch [the ads discussed in the end of chapter case studies](http://www.devinemulvey.com/portfolio/). Then discuss whether these ads accomplish what Devine (whose company made the ads) says they do.

3.3 Consider the paid, televised advertisements you have seen in this election cycle (and earlier, if you can remember any). What aspects, in your view, make an ad effective or ineffective? What does this suggest about the future of paid television advertising in election campaigns?

4.2 Ponder how the presidential campaign of 2016 will differ from the presidential campaign of 2012 in terms of the use of new/social media by candidates and by voters. What’s going to change and what difference will this make?

4.3 Is a personalized, targeted campaign a better campaign than the traditional campaign? If so, better for whom, and why?

X. Add your question here….

**Friday: chapters 5 (Nelson on polling) and 6 (Semiatin on voter mobilization)**