

1. What is the marketing concept, its key elements? How does political marketing differ from corporate marketing, what are the difference in goals between political and business marketing? (POLI368VCHAPTER11-12) notes
 - The marketing is one of business studies/commerical practice that is a needs assessment managing technique, it relies on information from the market place to design new products for the community. It is a tool of persuasion that is very new especially in the political realm. It is a discipline that is designed to facilitate the performance of business activities that direct the flow of goods and services from producers to consumers. The difference from political marketing from corporate marketing is that in politics, you are selling the image of a person whereas in business marketing you are selling goods and services that you want to be cleared off your shelf. It's key elements are finding out what the market wants and what people are asking for and then meeting their demands, Making sure the product you have will sell, assessing the needs. Marketing involves a product, a price, a place and promotion (the selling of aspirations and dreams)

2. ***What are the 3 pillars of a political marketing campaign ? Discuss the constituent elements of such a campaign and draw the diagram***
 - a. the 3 pillars of a political campaign are Market Segmentation, Candidate Positioning and Marketing Strategy/Formation/Implentation
 - b. Market Segmentation is part of the market research, assessing the needs of a riding/society for political goods and services. You divide the market segments into groups that the candidate will target their tailor made message to.
 - c. Candidate Positioning is the positioning of the magnet so that it will draw the winning amount of supporters, having a distinct image and character for your candidate.
 - d. Marketing Strategy Formation/Implementation is the forming of a political platform, push and pull marketing techniques (lower tax rates), continuous adjustments.

3. **Discuss the positive and negative consequences of introducing marketing techniques into politics**
 - a. The positive side effects of introducing marketing techniques into politics is that the politicians are more attentive, marketing uses assessment and therefore this system enforces their attention because through this they find out what the people want and therefore can base their political strategy around this. They target more minorities and are more involved with the citizens. It keeps politicians more accountable.
 - b. The negative consequences to introducing marketing techniques into politics are that there are spin doctors - people can change the stories you put out, they can misunderstand and they can also use the wrong emphasis and terms/targetting/polling techniques.
 - i. The political loses their control,forced to spend much time on image rather than on issues, always making the candidate look

squeaky clean. Instead of following leadership, they only follow leadership in the polls. They view citizens as consumers, diminishes the trust and participation.

4. **Discuss the difference between targeting and segmentation and the key to successful application of these techniques**
 - a. Segmentation is how we place an audience in a particular riding (city, level, province, etc). Segments the composition of the population according to certain attributes - to successfully apply this technique you use the cluster analysis which groups voters into segments according to their preferences, lifestyles (example soccer mom: single houses; drives kids to school)
 - b. Targeting is the step that comes after segmentation, it is the part of the political marketing strategy of modern political parties. This involves customized messaging in order to address an audience particularly by a political themselves. You are made to feel good when hearing directly from a political on the phone where they personally share their dreams for your family and the party with you. The technique to successfully apply this method is using tailor made messaging.

5. **Discuss the difference between Advertising and Public Relations in politics and how these techniques have evolved over time.**
 - a. Public Relations is the use of free media whereas advertising is always paid for. Advertising will always seem suspicious but free media coverage is not bought and therefore is favourable to exposure in the mass media for a political candidate. Using public relations as opposed to advertising makes the candidate seem like they merit the space and they are using the free media to make themselves seem news worthy as well as authentic. Public Relations is an art, you have to have something that the media will give you space for and will talk about it. (ex donald trump, getting free media, people help him reach out to get into TV studios and therefore he is given a platform to say what he wants).
 - b. The evolution of advertising is first in terms of length - they have become more sophisticated in terms of production values, and they have become shorter and shorter. Advertising used to be a somewhat tedious 30 minutes and today usually lasts 30 seconds, these 30 seconds do not allow for much discussion of the issues but do transmit a powerful impression. Advertising is now used to convey a certain imagine and general issues at most.

6. **Discuss how the interpretation of the impact of media on political behavior evolved from the 1920s. What are the main trends in this evolution before and after WWII. (mention 1 name affiliated with 1st model & 1 name affiliated with the second).**
 - a. From the 1920's to the end of WWII it was suggested that the effect of the media on our mind was very powerful. The majority of these decades portray humans as buy in large passive - the masses receiving propaganda. After WWII, with new research there was the discovery that people are to passive but have a mind of their own and it is

incorrect/unfair to portray people as ducks who jump overtime you throw them something. Proving the hypodermic model to be incorrect, people do not behave this way. The new model is the USES & GRATIFICATION MODEL which refers to a whole new study that shows people use media rather than be used by it, they use it to inform themselves, they are not simply passive, they are selective shoppers who use the media as a means to get what they want. In the first study (hypodermic model) people were seen as dummies, in the uses & gratification model - people were seen as having minds of their own.

7. **Be able to discuss the different types of public opinion polls and what are the major problems associated with reliance on polling data in politics**
 - a. Broad polls: benchmark studies, omnibus polls, tracking polls
 - b. Focused/targeted polls: focus groups, panel surveys, riding surveys, follow up polls.
 - c. the problems associated with reliance on polling data in politics is that it is not good at predicting long term futures. Opinions can change quickly, the design creates false images, only provides superficial insight into our attitudes, the answers are often out of context, the questionnaire should be interactive and based on dialogue in order to truly get a good picture of us. The pollsters often abuse the data, they can manipulate our thinking rather than reflect it (hypochondria effect) it undermines the concept of leadership making us into followers as a result of our ignorance. Effects of bandwagoning, underdog. voting becomes strategic, published poll data can skewer rational choices and distract us therefore having us make irrational decisions.

8. **What are the basic rules to observe in order to generate secure polling data and reliability**
 - a. have proper wording
 - b. proper sequencing of the questions
 - c. representative sampling
 - d. appropriate sample size
 - e. allow for 'dont knows'
 - f. identify the sponsor when reporting the data
 - g. identify the sample size when reporting the data
 - h. identify the margin of error when reporting data
 - i. identify the confidence level when reporting the data

9. **Be able to distinguish between the 10 different styles of advertising**
 - a. Leadership Advertisement
 - b. Testimonial Ads
 - c. Informational ads
 - d. Contrast ads
 - e. Emotional ads
 - f. Video-Verite ads
 - g. Morphing
 - h. Negative ads
 - i. Inoculation ads
 - j. Quick response Ads

10. Be able to discuss the meaning of the term “post-modern” and the debates over its use and impact.

- a. When we discuss the term “post-modern” we are offering to the openness and tolerance of multiple forms of reality and discourse as well as its opposite, a return to barbarism and gut reaction as an acceptable code of conduct. Trusting our feelings matters, the most visible signs of this are technology, we have become one with it. We are defined by our technologies, McLuhan’s idea of machines becoming extensions of our bodies, we’ll morph into bodies that are the composite of high tech parts.
- b. The debate over its use and impact are the questions of us losing our minds, our morals, the qualities that made us human, sensitive and able to feel emotions.

11. Be able to discuss how media is affected by technological change and what are the evolving new forms directly related to the emergence of new technology.

12. What are the factors that shape news content?

13. Be able to distinguish between gate-keeping, framing, agenda setting and priming

- a. Gate-Keepers: those who control what will be covered, what gets put into the news room, who? : publishers, owners, editors
- b. Agenda setting: focuses on what gets out of the news room as far as production is concerned, i.e: what will get coverage in order of importance, what the newspaper itself decides to focus on.
- c. Framing: process that decides what will be the take of the media towards the story, how it will portray the reality, what will get between the covers.
- d. Priming is the idea that the media primes and set the conditions for you to want certain things, everyone has a different outlook on the world and therefore will be influenced differently. What the media wants the individuals to focus on, pulling the attention towards a particular feature or audience.

14. Be able to discuss the various tools of media relations and the key to successful media management

15. Be able to discuss the tools or instruments the State has to influence the behavior of the media.

- a. Proprietor: Ownership, significant chunks of the media are owned by the state. Finances and staffing.
- b. Custodian: The State’s guardianship over our cultural heritage gives it opportunities to exercise what’s streamed into the mass media from that data bank. Managerial care-taking function with respect to cultural values/dimensions. The state guards our heritage through museums, public financing, videos, events 7 studieez... Through this the state has the ability to influence what goes into the mass media. They frame the cultural landscape that we live in.

- c. Regulator: The CRTC (Canadian, Radio and Telecommunications commission), Licenses public and private media, provides the standard that needs to be upheld, can remove licenses and operations. Can have an influence on the financial operational viability of the mass media.
- d. Censor: Criminal Codes that protect security information (also an act) Emergency act - set limits on what can and cannot be revealed.
- e. Patron: Exercised through the provision of financial grants/subsidies. Prizes, commission pieces of work.
- f. Catalyst: Multiplier role, varying tax rates from different forms of media, social/radio applying diff. tax rates to encourage or restrict the financial viabilities of certain forms of technology.
- g. Actor: State issuing press conferences - political realm of gov't uses the mass media to get its message out
- h. Masseur: Refers to the maneuvers that the state can engage in, framing/priming/agenda setting for the mass media. political realm suggesting what the political issues are.
- i. Ideologue: political realm suggesting what the political issues are - carrier of values. Injecting its values into the public discourse.
- j. Conspirateur: related to marxism, ensures what ends up in the mass media is in a reflection of the cumulative interest of the capitalist class rather than the interest of the under/working/aboriginal/women class. Being an agency of the power elite.

16. Be able to discuss how the Courts can exercise power over the media.

- The main tools to limit res freedoms through the courts:
 - 1. Contempt of court.
 - 2. Libel.
 - 3. Sub Judice
 - 4. Scandalizing the Court.
 - 5. Official Secrets.
 - 6. Wartime limitations
- Constitutionally, we are guaranteed freedom of speech. Charter of Rights and Freedoms guarantees it. There is despite constitutional guarantees of a free press, very little protection for journalists in Canada. Section 1 of the Charter speaks of reasonable limits- therefore one can be limited in order to protect other rights or important national values. Freedom of expression may be limited by laws against hate propaganda or pornography. Section 33; the notwithstanding clause - is also an example: Provincial or Federal legislators can override the speech guarantees if they want to, (i.e Quebecs language legislation)

17. Be able to discuss the challenges of media self-regulation and the application of objectivity, balance and fairness. Why is this a difficult proposition.

- a. Balance, Objectivity and Fairness: There are multiple realities and therefore we have different parties - they all have different realities. The idea of media self-regulation is a difficult proposition because there are problems in pursuit of social responsibility - individuals are in charge of pleasing their owners, allies and sliding between different constituencies. They are dependent on people-pleasing. The quest for

objectivity and fairness is a barrier because we are reflecting an artificial reality of conventional balance of power. Truth Vs objectivity - there is a need for a point of view and a critical stand. Due to the profit imperative - the media is turned into a tool of entertainment - catering to masters and the lowest denominator in its audience.