

**International
Workshop**

Parties in Campaigning Parteien im Wahlkampf Les partis en campagne

**University of Fribourg,
December 6th and 7th, 2012**

**Part of the Swiss National Science
Foundation Research Project
«Political Parties and Election Campaigns
in Post-War Switzerland»**

**Universities of Fribourg
and Lausanne**



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lettres / philosophis

The workshop aims to enhance a transdisciplinary discussion on theoretical and methodological questions in research on election campaigns. In particular, continuity and change in election campaigns will be discussed, with a special focus on internal discussions, negotiations, and decision-making processes within political parties. Other fields of interest under consideration include communication patterns, discourses, and relevance of the media, as well as interdependencies of political communication, voters' expectations, and changes within the media system. Furthermore, election campaigns will be discussed as periods of intense public communication, in which images, symbols and rituals are of high relevance and parties provide particular perceptions and interpretations of politics and society.

Thursday, December 6th

10:15–10:30 Welcoming Address

Damir Skenderovic (Universität Fribourg)

Oscar Mazzoleni (Université de Lausanne)

10:30–12:30 Panel I: Concepts and Theories

Chair: Oscar Mazzoleni (Université de Lausanne)

David M. Farrell (University of Dublin)

The Political Party as Campaign Organisation

Jacques Gerstlé (Université Paris 1 Panthéon-Sorbonne)

Communication et campagnes électorales

Maurizio Ridolfi (Università della Tuscia, Viterbo)

Pour une approche historique des études sur les campagnes électorales

12:30–14:30 Lunch Break

14:30–16:30 Panel II: How Are Campaigns Organised?

Chair: Damir Skenderovic (Universität Fribourg)

Anja Kruke (Friedrich-Ebert-Stiftung, Bonn)

Wahlen nach Zahlen. Wahlkampforganisation und Meinungsforschung in der Bundesrepublik seit den 1950er Jahren

Brigitte Le Grignou (Université Paris Dauphine)

Pour une analyse «rapprochée» des campagnes électorales

Flooh Perlot (Institut für strategische Analysen, Wien)

The Role of Austrian Parties in Election Campaigns

17:00–19:00 Panel III: Styles and Forms of Content in Campaign Communication

Chair: Christina Späti (Universität Fribourg)

Linards Udris (Universität Zürich)

Schweizer Medien im Wahlkampf: Medienlogiken im Vergleich

Gabriele Melischek (Österreichische Akademie der Wissenschaften)

Who's Following Whom? Agenda-Building and Policy Agenda-Setting in Austrian Election Campaigns

Dominic Wring (Loughborough University)

The People's Prime Minister: The 2010 UK General Election Campaign in Perspective

Friday, December 7th

9:00–11:00 Panel IV: Discourses, Symbols and Rituals in Election Campaigns

Chair: Luc van Dongen (Université de Fribourg)

Daniela Münkel (BStU, Berlin)

Von «Deutschland wählt Adenauer» bis «Willy wählen».

Personalisierung in der bundesdeutschen Wahlkampfkultur

Gianni Haver (Université de Lausanne)

Le couteau entre les dents, héritages symboliques de l'affiche électorale d'Oskar Freysinger pour les élections fédérales de 2011

Damon Mayaffre (CNRS – Université de Nice Sophia Antipolis)

D'une campagne à l'autre. Propos méthodologiques sur le discours de Nicolas Sarkozy 2007/2012

11:30–13:00 Round Table: Campaigning Research Today?

The workshop will be held in the **Weiterbildungszentrum / Centre de formation continue**, Rue de Rome 6, opposite the Miséricorde-Building of the university, in **Room 101**, Adolphe Merkle.



The conference is organised by:

**Department of Historical Sciences
Contemporary History**

University of Fribourg
Avenue de l'Europe 20
CH-1700 Fribourg
www.unifr.ch/gmzg

**Observatoire de la vie politique régionale
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Conference organisers :

Prof. Dr. Damir Skenderovic (University of Fribourg)
Dr. Oscar Mazzoleni, MER (University of Lausanne)

Conference Assistance:

Zoé Kergomard (University of Fribourg)
Carolina Rossini (University of Lausanne)

For more information see:

<http://unifr.ch/go/campaining>

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