

## Strategic Political Communication 01 – 08 February 2009

Strategic Political Communication primarily aims at winning public opinion, in particular during election periods, and by doing so to influence political decision-making processes on behalf of one's own interests and those of one's own group.

In the age of worldwide electronic networking political communication is no longer perceived as special. It has lost its predominance and is fiercely competing with other communication worlds: market communication, private communication etc. At the same time the velocity of communication processes is increasing as well as the number of actors taking part in these processes.

The seminar "Strategic Political Communication" aims at examining the necessary basics for a professional strategic communication influencing political processes and current trends including:

- the basic aspects of communication processes
- target group analysis
- 'message development'
- new forms of participation in electronic social networks

Based on the before-mentioned, exemplary communication strategies will be developed in working groups as answers to new, concrete political challenges.