



The Making of Politics

Cours en ligne pour le Semestre 1 de 3^e année

Titre du cours - *Course title*

The Making of Politics: How Spin Doctors Shape our Democracy.

Cours en ligne / Online course

Langue / Language of instruction : English

Enseignant(s) - *Teacher(s)*

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Descriptif du cours - *Course description*

This course will provide an overview of the role and influence of spin doctors in Anglo-American politics. Through a chronological approach, we will see how spin doctors have shaped the careers of recent British Prime Ministers and American Presidents.

Évaluation – *Assessment*

Group presentations at the end of the semester

Plan – *Course outline*

Class 1 > What is spin?

Class 2 > A history of spin

Class 3 > Clinton

Class 4 Blair

Class 5 > George W. Bush

Class 6 > Barack Obama

Class 7 > David Cameron

Class 8 > BREXIT

Class 9 > Trump

Classes 10 to 12 > group work

Bibliographie - Bibliography

La fabrique des présidents – Spin doctors : la gouvernance de l'ombre, Florence Vielcanet

A Century of Spin : How Public Relations Became the Cutting Edge of Corporate Power, David Miller

Kill the Messenger Again, Bernard Ingham