



BU PhD Studentships 2007

Political Consumerism

Background to Research

Members of the Centre for Public Communication Research are engaged in research on a variety of topics. Many are in the field of political communication, broadly speaking, such as studies of electoral campaigning, of political marketing and political public relations, and of terrorism and the news media. Others focus on organisational communications, while marketing communications are also studied.

Our interest here is in researching the intersections between marketing, public relations or consumer behaviour models on the one hand, and the cognition and behaviour of political parties and the electorate on the other. Of particular interest would be a project that analysed voter cognition and behaviour from the perspective of consumer behaviour and information processing drawing on models of service marketing or gift consumption; however any project would be considered providing it had a fit to the general area of focus.

Outstanding Applicants

These PhD bursaries are an opportunity for excellent students considering a research career or academically-qualified practitioners to immerse themselves in research and theory-making in a leading Media School, which revels in the relationship between the academy and professional practice. You should have a First or high quality 2:1 at bachelors level and, desirably, a Masters with a strong dissertation. You should also have demonstrable knowledge within either political science and communication, or corporate communication and corporate behaviour and a general interest in the other field of academic study.

Supervisory Team & Research Environment

The Centre for Public Communication Research (CPCR) aims to produce creative and rigorous research into public communication and the public sphere in the UK and internationally. By 'public communication' we mean all forms of communication to a public, whether for political, commercial or social reasons, through all media channels. Major themes in our research are the changing nature of audiences and publics, in the context of technological and social transformations, and the renewal of debates about the impact of the media.

Dr Darren Lilleker has research interests in political communication, public opinion and persuasion and research. He has just completed research into the effects of local campaigning on voter choice, and is developing a book from this work. He has published extensively on political communication and political marketing, is co-editor of *Political Marketing in Comparative Perspective* and *The Marketing of Political Parties* and is author

of *Key Concepts in Political Communication*. Dr Lilleker currently supervises a number of doctoral projects, including: UK MP's e-communication, e-campaigning and e-representation; political engagement within Generation X; the role of the media in the Kashmir crisis; the effects of news framing on public attitudes; and the role of personality politics within Thai election contests.

Informal Enquiries

To discuss the project in more detail please contact Darren Lilleker on dlilleker@bournemouth.ac.uk

Information on [how to apply for studentships](#)