



UNIVERSITEIT VAN AMSTERDAM

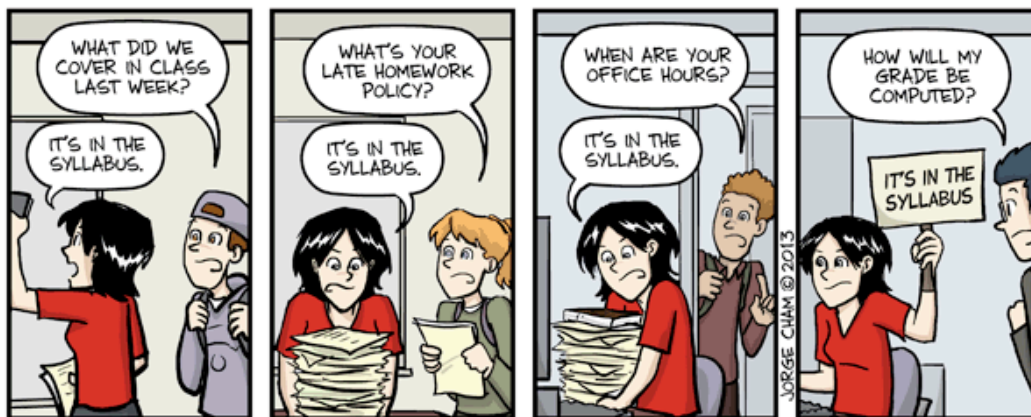
Course Syllabus

Advocacy and Lobbying in Europe and Beyond

October 2020-January 2021

Fall semester. Block 2 & 3
Monday 12:00 to 15:00 (online)

9 EC-Code: 7324B130IY



IT'S IN THE SYLLABUS

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1. CONTENT

Can lobbying and advocacy be taught? Lobbying and advocacy are regarded in this seminar as professional activities requiring an accurate knowledge of political institutions and specific professional skills such as communication and messaging skills and relationship building. As lobbying and advocacy take place in multiple venues, the attention will be drawn to several levels of governance: the European Union, national and local governments and International Organizations.

The first part of this course will focus on the basic concepts and tools to be applied to the analysis of lobbying activities. Special attention will be given to studies of collective action and interest groups. Secondly, norms regulating lobbying activities will be presented, with a special emphasis on the European Union. The third part of this seminar will focus on different groups engaged in lobbying and advocacy activities: business organizations, NGOs, think tanks, local authorities, social movements and other interest groups. This seminar will explore the priorities, organizational specificities and values of these different groups.

Lobbying is not a neutral activity. It has many implications for different conceptions of democracy and fosters a specific understanding of the public space. The relationship between lobbying and public ethics will also be discussed during this seminar.

2. OBJECTIVES

-Providing students with knowledge of how interest groups and social movements affect public policy in multiple venues and particularly the European Union (EU). The study of lobbying and advocacy is to be considered as an excellent means to improve your global understanding of the policy process insofar as lobbyists (contrary to civil servants) are required to develop a transversal approach to public policy.

-Learning how to develop a lobbying (or advocacy) strategy. All the necessary steps to successfully design a lobbying strategy will be addressed in detail.

-Learning how different groups operate. This seminar will also provide useful theoretical and practical information on the way specific interest groups operate to influence public policy.

-Fostering the development of reasoning, discursive and analytical skills. Learning to design a lobbying (or advocacy) strategy will contribute to the development of your analytical and reasoning skills. In addition, you will be required to develop your discursive skills while defending a position on behalf of a specific interest group. A simulation game and debates will be organized to this purpose.

-Developing student's autonomy (capacity to take responsibility for, and control of, their own learning in the context of the course). While traditional teaching makes students heavily reliant on the teacher for approval and learning strategies, this seminar aims at developing learner's autonomy in the classroom following the principles of Learner-centered teaching. This leads to students developing their own skills for setting objectives, planning their self-study, and self-assessment. Developing autonomy does not mean less workload, but may help students become more enthusiastic about their own work.

3. ENTRY REQUIREMENTS

Admission to the master Political Science (International Relations, European Politics and External Relations, Political Economy, Public Policy and Governance)

4. TEACHING METHODS & LEARNING FORMAT

Teaching methods

During the first introductory meeting, we will discuss students' preferences & expectations regarding teaching tools and methods. The instructor is inspired by **Learner-centered teaching**, which is aimed at increasing student's opportunities to learn on their own.

Course format

The course usually consists on a short lecture by the instructor introducing the topic of the week and a discussion. The discussion can take different forms depending on students' preferences. Meetings also include guest lectures, simulation games and working groups.

UVA attendance rules

As communication and argumentation skills are graded, students are expected to attend all classes.

Instruction language:

Main instruction language is English.

Readings & Manuals:

The following books can be used as general manuals:

Coen, D. and Richardson, J. (2009) *Lobbying the European Union: Institutions, Actors and Issues* (Oxford: Oxford University Press)

Dialer, D. and Richter, M. (2018) *Theoretical Implications of EU funding of advocacy activities, in Lobbying in the European Union*, (Heidelberg: Springer).

Holyoke, T.T. (2014) *Interest Groups and Lobbying: Pursuing Political Interests in America*, Boulder: Westview Press.

Klüver, H. (2013) *Lobbying in the European Union: Interest Groups, Lobbying Coalitions and Policy Change* (Oxford: OUP).

Journals of Interest:

Interest Groups & Advocacy
Journal of Civil Society

5. ASSIGNMENTS & FEEDBACK

Final paper & Practical exercise 50%, Simulation & Participation 30%, Memos 20%

Participation and engagement in learning:

Required readings are **obligatory for all students**. Even if you are not submitting a memo during a meeting, you are expected to discuss them during the class discussions or debates, or in the weekly quiz. What will be assessed is your discursive skills or in other words, how to present your position clearly in a persuasive way.

Feedback and Grades:

-Deadlines & Resit:

As all students are to be assessed under the same conditions, late submissions will be penalized. If you fail to submit your final paper, paper proposal, practical exercise or memos (above the pass grade) by the first deadline, you still have the right to a resit/rewrite. The grade of each late submission (or of a resit) will be reduced by 10% (e.g. in a second submission, if your grade is 7, out of this 0.7 points will be deducted).

-Feedback:

You will be given written feedback on each memo and the practical exercise (no later than one week after submission) and on your final paper (upon request). You will receive oral feedback on the simulation game and oral presentation. You are encouraged to contact the instructor (e-mail/office hours) for more details on your evaluation.

-Right to Appeal:

If you do not agree with some of your grades, you should seek for clarification. Students that want clarification have to submit something in writing explaining their views. If you think that your exercise is correct, you should document your point of view with evidence (e.g. from the readings of the course, etc.) The decision to change the grade (or not) will be based on this written request. Under no circumstances your grade will be lowered.

The final grades will be published on canvas around two weeks after the submission of the final paper.

6. RULES REGARDING FRAUD AND PLAGIARISM

Never copy any article/website/document or text literally.

For your final paper you should normally use the Harvard Method of citation and include a bibliography including *all* the sources you have employed (academic articles, official documents, press articles, press releases, but also internet links or any other kind of material).

The UvA has detailed regulations governing fraud and plagiarism. As one of the assignments of this seminar consists on a final paper, students are required to read and understand all provisions concerning plagiarism. You are strongly advised to read carefully the UvA regulations:

<https://student.uva.nl/en/content/az/plagiarism-and-fraud/plagiarism-and-fraud.html>

Course Programme

Meeting 1	26 th Oct	Introductory meeting: what is lobbying?
Meeting 2	2 Nov	Analyzing interest groups: analytical tools and traditions How to develop and analyze a lobbying/advocacy strategy
Meeting 3	9 Nov	Lobbying in multiple settings: from the local to the global Submit topic of final paper for validation (11 Nov)
Meeting 4	16 Nov	Regulating lobbying in Europe & beyond Guest lecture: Wilbert Bannenberg
Meeting 5	23 Nov	How powerful are interest groups? The logics of influence Guest lecture: Ewald van Rooij
Meeting 6	30 Nov	Business Groups Lobbying Simulation Game
Meeting 7	7 Dec	Public interests (territorial interests/NGOs) Simulation Game
Meeting 8	14 Dec	Lobbying, Advocacy and the Media Logics. Working groups on Practical Exercise Submit draft of practical exercise (17 Dec)
Meeting 9	(January)	Individual zoom Meetings (optional) Submit Final Paper + practical exercise (15 Jan)

MEETING 1: INTRODUCTORY MEETING: WHAT IS LOBBYING?

Introduction

Presentation and discussion of the course syllabus

Presentation and discussion of assignments and assessment

Lobbying in Europe and Beyond: what are we talking about?

Obligatory Readings:

Course syllabus

Holyoke, TT (2015) Learnable skills, or unteachable instinct? What can and what cannot be taught in the lobbying profession, *Interest Groups and Advocacy*, 4:1, pp. 7:24

MEETING 2: ANALYSING INTEREST GROUPS: ANALYTICAL TOOLS AND TRADITIONS

Readings:

Beyers, Jan, Eising, R. and Maloney, W. (2008) Researching Interest Groups Politics in Europe and Elsewhere. Much We Study, Little We know? *West European Politics*, 31:6, 1103-1128.

Dür, A and Mateo, G (2016) Lobbying Insiders and Lobbying Outsiders in Dur, A and Mateo, G, *Insiders versus outsiders, Interest Groups Politics in Western Europe*, Oxford: Oxford Scholarchy Online

Klüver et al. (2015) Legislative Lobbying in Context: Towards a Conceptual Framework of Interest Groups in the EU, *Journal of European Public Policy*, 22:4.

Klüver et al. (2015) Framing in Context: how interest groups employ framing to lobby the European Commission, *Journal of European Public Policy*, 22:4, 481-498

MEETING 3: ANALYZING INTEREST GROUPS IN MULTIPLE SETTINGS

Obligatory Readings:

Guéguen, D. (2019) Reshaping European Lobbying: How to be one Step Ahead, in Dialer, D. and Richter, M, *Lobbying in the European Union*,. (Heidelberg: Springer).

Johnson, J. and Hestermann, X. (2018). How Human Rights Advocates Influence Policy at the United Nations. *Human Rights Review*, 20, 145-160.

Mahoney, C. (2008) *Brussels versus Beltway. Advocacy in the United States and the European Union* (Washington: Georgetown University Press)

Van Keulen, P. JG (2017) The Netherlands, in Bitonti, A. and Harris, P. *Lobbying in Europe: public affairs and lobbying industry in 28 EU countries*, Houndmills: Palgrave

MEETING 4: REGULATING LOBBYING IN EUROPE AND BEYOND

Readings:

Grad. J. and Frischhut, M. (2019) Legal and Ethical Rules in EU Decision-Making: “Soft-Law” for targets and Actors of Lobbying, in *Lobbying in the European Union*, Dialer, D. and Richter, M. (Heidelberg: Springer).

Herschel F. T. and LaPira, T. (2017) How many lobbyist are in Washington? Shadow lobbying and the gray market for policy advocacy, *Interest groups & Advocacy*, 6:3, 199-214

Keeling, S. Feeney. S & Hogan, J. (2017) Transparency! Transparency? Comparing the new lobbying legislation in Ireland and the UK, *Interest Groups and Advocacy*, 6. 121-142

Silva, M. (2019) The European Union’s Revolving Door Problem, in *Lobbying in the European Union*, Dialer, D. and Richter, M. (Heidelberg: Springer).

MEETING 5: HOW POWERFUL ARE INTEREST GROUPS? THE LOGICS OF INFLUENCE

Readings:

Chalmers, A. W (2011) 'Interest, Influence and Information: Comparing the Influence of Interest Groups in the European Union' *Journal of European Integration*. 33(4), pp. 471-486.

Dür, A. (2009) 'Interest Groups in the EU: How Powerful are they?' *West European Politics*, 32: 1

Kerneis, P. (2019) Lobbyists' Appeal and Access To Decision-Makers, (2019) in *Lobbying in the European Union*, Dialer, D. and Richter, M. (Heidelberg: Springer).

Young, K (2013) Policy Takers or Policy Makers? The Lobbying of Global Banking Regulators, *Business Horizons*, 56, 691-701.

MEETING 6. BUSINESS LOBBYING

Readings:

Coen, D. (2009) Business Lobbying in the European Union in Coen, David and Richardson, Jeremy, *Lobbying the European Union: Institutions, Actors and Issues* (Oxford: Oxford University Press)

Dür, A, Bernhagen, P and Marshall, D. (2015) Interest Groups Success in the European Union: When (and Why) Does Business Lose? *Comparative Political Studies*, 48 (8) pp. 951-983.

Götz, M. (2019) The Representation of SME Interest in the TTIP Negotiations: A German Case Study, in *Lobbying in the European Union*, Dialer, D. and Richter, M. (Heidelberg: Springer).

Kluger Rasmussen, M. (2015) The Battle for Influence: The Politics of Business Lobbying in the European Parliament, *JCMS*, 53:2, pp. 365-382

MEETING 7. PUBLIC INTERESTS (TERRITORIAL INTERESTS, NGOs, SOCIAL MOVEMENTS)

Readings:

Greenwood, Justin (2009) Institutions and civil society organizations in the EU's multilevel system, in Jutta, Joachim and Locher, Brigit, *Transnational Activism in the UN and the EU*, (London: Routledge).

Kohler-Koch (2013) Civil Society and Democracy in the EU. High Expectations Under Empirical Scrutiny, in Kohler-koch and Quittkat, C. *De-Mystification of Participatory Democracy*, Oxford: OUP. 2 -6

Sanchez Salgado, R. (2014) Rebalancing EU Interest Representation? Associative Democracy and EU Funding of Civil Society Organizations, *Journal of Common Market Studies*, vol. 52, N 2

Joachim, Jutta and Dembinski, Matthias (2012) 'A contradiction in terms? NGOs, democracy and European foreign and security policy', *JEPP*, 18 (8).

MEETING 8: LOBBYING, ADVOCACY AND THE MEDIA LOGICS

Readings:

Fredheim, N.A & Figenshou, T.U. (2020) Changing Priorities, hybrid campaigns: interest groups' perceptions of gains and risks in the new media landscape, *Interest Groups and advocacy*, 9:197- 219

Sanchez Salgado, R. (2018) The Advocacy of Feelings: Emotions in EU-based Civil Society Organizations, In *Politics and Governance*, 6:4, pp. 103-114.

Shotton, P.A. and Chalmers, AW (2015) *Social Media and the Politics of Interest Representation*, in Shotton PA, and Nixon, PG, *Lobbying the European Union: Changing Minds, changing times*, Surrey: Ashgate

Trapp, L. and Laursen, B. (2017) Inside out: interests' groups 'outside' media work as a means to manage 'inside' lobbying efforts and relationships with politicians, *Interest Groups and Advocacy*, 6, 143-160.