

School of Management and Marketing
Seminar Notice

TITLE : **Visions and Realities of Political Party Web Editors**

SPEAKER : **Assistant Professor Ovyind Kalnes**
Lillehammer University College in Norway

DAY/DATE : Tuesday, 11 December 2007

TIME : 12.30-1.30p.m.

VENUE : **40A.G81**

ABSTRACT

The presentation is based on a preliminary analysis of 11 semi-structured interviews with editors of Norwegian party websites. It discusses their perceptions of party web sites as means for political marketing and communication, as well as their particular positions and roles within the party organisation. A brief introduction on the Norwegian political context will be given, for those unfamiliar with this system.

Lunch will be provided.

SMM Research Seminar Series Convenors,

Karin Garraty & Joshua Chang