



## COURSE DESCRIPTION FORM

School/Faculty/Institute	Faculty of Law	
Program	Law Lisans Program	Elective
Semester	2016-2017 Spring	

Course Code	LAW 138		
Course Title in English	Hukukta Stratejik İletişim Yönetimi		
Course Title in Turkish	Strategic Communications Management in Law		
Language of Instruction	English		
Type of Course	Lecture		
Level of Course	Undergraduate		
Year of Study	2		
Semester	Spring		
Contact Hours per Week	Lecture 2 hours	Lab	Other
Estimated Student Workload	94 hours		
Number of Credits	4 ECTS		
Grading Mode	Standard Letter Grade		
Pre-requisites	None		
Expected Prior Knowledge	None		
Co-requisites	None		
Registration Restrictions	Only Undergraduate Students or Erasmus		
Overall Educational Objective	To learn key concepts with regard to communications in law and story-based strategy skills to advocate for social and political change in order to establish social justice for everybody not only inside but also outside the courtroom.		
Course Description in English	<p>This course is designed as an overview of strategic communications and advocacy planning in law, for prospective lawyers and other people who are going to work in legal services.</p> <p>In a complex world, nobody can simply create a policy, push it down the chain of command and expect it to automatically come to fruition. To do so one needs to strategically communicate it to all stakeholders, negotiate it with them, convince people and get them act as required. Equally important, in an interconnected world lawsuits are won not only in but also outside the courtroom. In reality today the "art" of trial advocacy is not limited to memorable courtroom performances as cases are not won or lost merely by applying a particular principle of law or legal rule. Rather, principles and rules of law become effective only in the hands of an advocate who supports them both inside and outside the court rooms with strong strategic communications skills.</p> <p>The shortcoming of today's law graduate lies not in a deficient knowledge of law but in limited training in developing effective communications strategies to win their cases- which in facts most cases need the most. Law schools focus on teaching the legal theory and persuasion necessary in the courtroom. However, communication skills that occur outside of the courtroom are as important and, sometimes, more critical to a lawyer's practice. A lawyer who cannot communicate him/herself and his/her case cannot perform properly – in or out of courtroom. Poor or nonstrategic communication for law enforcement means lost opportunities, reduced effectiveness, diminished morale and getting stuck in the status quo in so many levels.</p> <p>Strategic communication entails packaging a core message that reflects values, purpose and mission to persuade key stakeholders including policy makers, implementers and general public. This course specifically pinpoints how strong</p>		

communication strategies and advocacy campaigns can benefit winning lawsuits in specific and policy making and social change programmes in general. The programme also provides guidance on the communicative aspects of legal cases; the philosophy and techniques of policy advocacy work in bringing change and the impact of strategic communications on social justice movements. This is an interdisciplinary programme that combines training in the practical skills of strategic communications and advocacy with an exploration of concepts which inform these fields.

Advocacy is the active support of an idea or cause expressed through strategies and methods that influence the opinions and decisions of people and organisations. In the legal, social, political and economic development context the aims of advocacy are to create or change policies, laws, regulations, distribution of resources or other decisions that affect people's lives and to ensure that such decisions lead to implementation.

Policy advocacy campaigns are set of actions targeted to create change through support for a policy or to change policy and / or practice at local, national or international level. Developing advocacy campaigns entails carrying out a series of highly specialized actions, including a broad range of activities which attempt to influence a specific policy, legislative, regulatory or implementation outcome. Citizens, community and development workers, human rights defenders and other change agents play critical roles in the advocacy process, handling policy analysis, issue development, community education, constituency organizing, lobbying, legal class actions in creating an entire advocacy campaign.

The purpose of this course is to deepen the understanding of students about strategic communications and advocacy tools, processes and models to help them utilize these techniques and tools for legal purposes, in their own practice. This course also aims to help students gain critical perspective on how policy change can and/or does take place and what role communication and advocacy plays, how human rights advocates plan and imply advocacy to bring social, legal and political change.

#### Course Description in Turkish

Bu bir "Hukukta Stratejik İletişim Yönetimi" programıdır. Bu ders hukuk alanında çalışacak kişilere stratejik iletişim planlama yaklaşımıyla davalarını mahkeme salonları dışında da savunmanın yol ve yöntemlerini anlatmak; onları sosyal değişim için savunuculuk yapma ve politikaları etkileme konusunda güçlendirmek üzere planlanmıştır.

Sosyal bir davanın savunuculuğu olan "Advocacy" yetkinliğinin geliştirilmesi kanun koyucuları, toplumsal bazda karar vericileri etkileyerek yasaları ve politikaları herkes - özellikle de toplumdaki dışlanmış kesimler- lehine değiştirmek için, bilgiyi stratejik olarak kullanmak, güçlü iletişim kurmak, değişim yaratmak ve sonuç almak işi ve süreçlerini kapsar. Bu bağlamda kanun koyucularının karar alma süreçlerini etkilemeyi hedefleyen hak savunucuları sosyal, insani ve de toplumsal bir davanın avukatlığına soyunmuş kişilerdir.

İletişimin bu denli yükseldiği bir çağda sadece kanun koymak, mahkemelerde yasaları savunmak bir davanın kazanılması için yeterli değildir. Avukatlar ve hukuk alanında çalışan kişiler üstlendikleri davaları kazanmak istiyorlarsa sadece mahkeme salonlarında değil, mahkeme dışında da davalarını savunmak, stratejik iletişim konusunda da en az hukuk alanında olduğu kadar uzmanlaşmak durumundadırlar.

Bu ders hukuk alanında çalışacak kişiler için tasarlanmış bir stratejik iletişim planlama programı olarak, onların yargı odaklı, geleneksel hukuk mesleklerini icra ederken, hukuksal davalarını gerek mahkeme salonları gerekse de kamuoyu önünde daha etkin bir şekilde savunmalarının yol ve yöntemleri üzerine yoğunlaşacaktır. Bu ders bu vizyonla öğrencilerin toplumsal değişim meydana getirmek, dünyada anlamlı bir değişiklik yaratmak için daha etkin iletişim kampanyaları planlama ve yönetme üzerine uzmanlaşmalarına yardımcı olacaktır.

#### Learning Outcomes and Competences

- After successful completion of this course, students are expected to
- Think critically and understand the impact of strategic communications in winning legal cases and articulate the relationship between advocacy, policy making and social change.
  - Understand the importance of communications strategy planning for better policymaking and winning a lawsuit
  - Analyze socio-political cultures, do in depth analysis, define social problems and frame the issues behind legal cases in policy terms in order to develop more effective communications as well as advocacy programs to win lawsuits
  - Develop interdisciplinary skills and acquire multidisciplinary knowledge of the strategic, deliberative and emotional dimensions of communications and advocacy planning relevant in real world contexts
  - Acquire skills in developing strategic communications campaigns to advocate their legal cases and present their legal stance more effectively.
  - Foster techniques in strategic communications campaign planning, alliance-building and conflict resolution to shift attitudes win cases and initiate social

change. Plan Communications messages and channels for their personal aims and programs.

- Critically evaluate civil society advocacy campaigns and strategic communications behind lawsuits.

Relation to Program Outcomes and Competences: N=None S=Supportive H=Highly Related

Program Outcomes and Competences	Level	Assessed by
1. The ability to recognize and apply basic principles and theories of law, legal methodology, and interpretation methods.	S	Mid-term final exams in-class participation
2. The ability to follow, evaluate, interpret and apply the current developments and legislative amendments.	S	in-class participation
3. The ability to locate and use legal resources; to follow and evaluate current legislative amendments, legal science, and court decisions.	S	Mid-term in-class participation
4. The ability to internalize social, scientific and ethical values while evaluating legal information.	H	in-class participation final exams
5. The ability to recognize, examine and resolve legal issues with respect to general principles of law, de lege feranda and de lege lata; to take into consideration both national and international aspects of law; and to acknowledge the importance of personal conviction while making decisions.	S	Mid-term in-class participation
6. The ability to critically analyze legal disputes, legislation, court decisions and different views in the legal science; to form his/her own opinions; to detect legal lacuna and suggest alternative solutions.	H	
7. The ability to understand issues regarding different fields of law; to characterize and propose solutions to complex issues arising from legal practice.	H	final exams
8. The ability to participate in and organize legal projects and activities as a socially responsible individual; to put his/her legal knowledge and skill to use efficiently (in the public or private sector).	H	final exams
9. The ability to use a foreign language at least on a B2 Level on the European Language Portfolio, to follow legal developments and communicate with colleagues in that language; to use computer software and information and communication technologies necessary in the law field at an Advanced Level of the European Computer Driving License.	N	
10. Adoption of a positive approach to the concept of lifelong learning.	H	in-class participation final exams
11. The ability to understand the development, evolution, and problems of the society and to contribute to the solution of these problems by legal methods.	H	in-class participation final exams
12. The ability to understand the structure, organization, and functioning of law on the national and international level; to contribute to the development thereof.	H	in-class participation

Name of Instructor İpek Özel

Course Contents

1. **Setting the scene:** Introduction & Welcome
2. **What strategic communication management and policy advocacy is all about:** From "saying" to "communicating"; from "Case" to "Cause", from "explaining" to "convincing and getting people "voluntarily involved"
3. **Neurology of strategic communications:** Understanding the nature of how human brain responds to communication messages and how communication campaigns works in real world setting. Dynamics of creating social impact and dispute resolution through effective communications and advocacy.
4. **Principles of Effective negotiation, Persuasion and Reconciliation:** Reaching compromise and agreement, avoiding argument and dispute, achieving the best possible outcome for all

- parties.
5. **Perspectives on communications strategy development and advocacy planning:** The role of communications and advocacy planning within legal practice. How policy advocates act as agents of change. (With some of the court cases that changed our world)
  6. **Building blocks of communication management and advocacy planning with stakeholders:** Planning and running strategic communications and advocacy campaigns and engaging with policy makers, governments/regulators
  7. **Understanding the modern media universe in communicating your message:** Introducing the modern media and how it can work effectively in relation to legal communications and social advocacy; dealing with newspapers, television journalists, and social media bloggers (The rising importance of social media in 7X24 messaging)
  8. **Putting plans and strategy into action; getting your strategies across:** Strategic Communications and Advocacy skills in practice. Executing the strategies and plans effectively; crafting and fine-tuning key messages for different stakeholders.
  9. **Survival skills in communications management and advocacy planning:** Dealing with crises, conflicts and tensions between different roles and responsibilities and arriving at an agreement. Overcoming barriers
  10. **Personal communications skills in and outside the courtroom:** The shortcoming of today's law graduates; communication skills that occurs outside of the courtroom and are critical to a lawyer's practice.
  11. **Personal communications skills in practice:** Interpersonal communication, Intra-personal communication AND Public & Media speaking skills
  12. **Ethical mandates** of communications management and advocacy campaigning for winning your case, and establishing social justice and change
  13. **Act of Ethics:** Special Section on ethics and global activism AND the ethics of Freedom on Facebook and social media
  14. **Conclusions and discussions:** The future of strategic communications management and advocacy in law
  15. **Final Examination Period**
  16. **Final Examination Period**

Required/Recommended Readings

Developments in Cross-Cultural Communications, PR and Social Media. Silvia Cambié, Yang-May Ooi  
 Influence: The Psychology of Persuasion, Robert B. Cialdini  
 Persuasion and Power: The Art of Strategic Communication by James P. Farwell and John J. Hamre  
 Strategic Communication: The Science Behind the Art by Katie Harrington  
 Confronting Power: The Practice of Policy Advocacy by Jeff Unsicker  
 Advocacy: Championing Ideas and Influencing Others 1st Edition by John A. Daly  
 Policy Change And Learning: An Advocacy Coalition Approach by Paul A. Sabatier and Hank C Jenkins-smith  
 Stir It Up: Lessons in Community Organizing and Advocacy by Rinku Sen  
 The Lobbying and Advocacy Handbook for Nonprofit Organizations by Marcia Avner and Josh Wise  
 Advocacy Practice for Social Justice, by Richard Hoefler  
 Rules for Revolutionaries: How Big Organizing Can Change Everything by Becky Bond and Zack Exley  
 How to Change the World: Social Entrepreneurs and the Power of New Ideas by David Bornstein  
 Re:Imagining Change: How to Use Story-based Strategy to Win Campaigns, Build Movements, and Change the World. Patrick Reinsborough and Doyle Canning

	Simon Lindgren "New Noise: a cultural sociology of digital disruption"
Teaching Methods	Lecture & open class discussion
Assessment Methods	Class participation, Project development and implication in real life. Midterm grade 40%, Final grade 60% FINAL PROJECT/ WORK ON YOUR FAVORITE ADVOCACY ISSUE. Identify an issue that interests you – ie public health, educational equity, immigration reform, global warming etc etc et Frame the issue and explain what is wrong and the proposed solutions. Survey the field and describe how this issue is being addressed through advocacy efforts. Which organizations are working on it? What are the goals? What arenas are they targeting? Critique the advocacy approach from the inside and Suggest ways and which how you would develop the campaign if you were appointed. <b>Design a strategic communications and advocacy campaign to raise awareness and mobilize action in your chosen area</b>
Course Administration	Office Hours: E-Mail: ipekozel@gmail.com <u>Rules for attendance:</u> Attendance is mandatory. 80% attendance per University policy <u>Late submissions:</u> By approval only or with penalty <u>Missing an exam:</u> Per University policy

ECTS Student Workload Estimation	Activity	No/Weeks	Hours			Calculation	Explanation
		Weeks per Semester (A)	Preparing for the Activity (B)	Spent in the Activity Itself (C)	Hours spent on the Activity Requirement (D)		
	Lecture	14	1	2	2	70	A*(B+C+D)
	Lab etc.	14				0	
	Midterm(s)	0				0	A*(B+C+D)
	Project, Presentation	3	7	1		24	A*(B+C+D)
	Final Examination	0				0	A*(B+C+D)
	Total Workload	14				94	
	Workload/25					3,76	
	ECTS					4	