

Course Syllabus: POL 364*
Spring 2008

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Office Hours: Wed, 5:30-7 (Sam Center)

Required Texts: *Election 2004: How Bush Won and What You Can Expect in the Future*, Evan Thomas and the staff at Newsweek. *No Place for Amateurs*, 2nd edition. Dennis Johnson.

Course Overview: The purpose of the course is to familiarize the student with the literature devoted to the study of mass media and politics in the United States, to acquaint the student with the methodologies used to study media and the politics, and to give students hands-on experience working on a campaign.

Course Objectives: If the student studies as instructed, by the end of the semester the student should be able to (1) trace the history of the major media, (2) discuss the various models used to describe media operations, (3) describe how politicians use the media for their purposes, (4) identify landmark media cases and events, and (5) apply all of the above to political settings.

Attendance: Although attendance will be tracked, it is up to the student to decide whether to attend class. Students who miss class will lose points on their participation grade and will make zeroes on quizzes.

Missed Work: Missed tests cannot be made up. However, because the final is comprehensive, it includes questions from material covered on the first test, second test, and material covered subsequent to the second test. If you miss a test, I will simply grade separately the questions on the final that correspond to the missed test. The tests will be announced at least a week in advance, but it is your responsibility to accommodate the class schedule. By enrolling in the course, it is assumed that you will make all the classes.

Note: Turn cell phones, pagers, and other electronic gizmos off before entering the classroom. Keep them concealed until you leave the classroom. No whining.

Grades: Your grade in this class will be determined by your performance on three tests, quizzes, homework, participation, and your performance on your final project.

Test 1: 20%

Test 2: 20%

Test 3: 20%

Campaign Project: 20%

Quizzes/Homework 10%

Participation: 10%

Each of these aspects is addressed more fully below:

Tests: There will be three tests, the last of which is a comprehensive final.

Campaign Project: Students will work on a semester-long campaign project. The project will involve campaign formulation and strategy. Details will be forthcoming.

Quizzes: I reserve the right to give a quiz over any assigned reading.

Homework: Homework will be assigned at my discretion.

Participation: Attendance and class involvement will constitute the participation grade. Disruptive or disrespectful behavior, whining, poor attendance and lack of preparedness—among other things—will hurt your participation grade. Students are rewarded for constructive comments, professionalism, and preparation.

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Cheating: The *easiest* way to fail this class is to cheat. Do not copy any work from another student, and do not plagiarize (defined as using someone else's work without proper documentation). At the minimum, I will fail you, but I may also seek to have you expelled from the university. Plagiarism in any of its manifestations will be penalized with the grade of a zero or referral to the Dean. Plagiarism is any use of work that is not your own, which includes use of another's language or research without proper citation (see student handbook for more information on plagiarism). Anytime you quote something or refer to a non-obvious fact then you need a citation. In if in doubt, don't. See the student handbook if you have additional questions about what constitutes plagiarism.

<http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>

Classroom Rules of Conduct : The Code of Student Conduct and Discipline is found at the following link:
<https://www.shsu.edu/students/guide/dean/codeofconduct.html>. Section 5.2.22 defines classroom disturbances.

Q-Drops: A Q-drop is a drop made after the last date for tuition refunds (12th class day for fall/spring; 4th class day for summer) but before the date for which a drop would result in the grade of 'F' as published in the Academic Calendar. Students will be allowed no more than five Q-drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-drop date will not count toward the limit. Students who have used their limit of five Q-drops will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop a class, a student will be required to remain in the class.

This limit took effect with the start of the fall 2004 semester. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-drop limit, nor will Q drops from other universities.

Additional Info: It is a requirement that you keep up with current events. You can subscribe to a newspaper, watch the news extensively, or check out one of the web sites below. I particularly recommend the first web site, which is a compilation of news from newspapers around the country.

www.realclearpolitics.com, www.washingtonpost.com, www.nytimes.com, www.cnn.com
www.patrickruffini.com

DISABLED STUDENT POLICY: <http://www.shsu.edu/schedule/>

SERVICES FOR DISABLED STUDENTS: <http://www.shsu.edu/~counsel/sswd.html>

STUDENT ABSENCES ON RELIGIOUS HOLY DAY POLICY:

<http://www.shsu.edu/catalog/scholasticrequirements.html#holyday>

Schedule of Classes*

Date	Topic	Reading Assignments	Class Activities
1-28	History of the Media		
2-4	Media Research	JS articles 1 & 2	
2-11	Candidate Centered Campaigns	JS articles 3 & 4	
2-18	Candidates & Media	Ch 6 (DJ); JS 5	Journeys With George
2-25	Test/Campaign Org		
3-3	Campaign Organization	Ch 2-3; 5(DJ)	
3-17	Campaign Organization	Ch 1-3 (ET)	
3-24	Primaries & Conventions	JS 6; Ch 4-6 (ET)	Convention Histories
3-30	Debates	Ch 7-9 (ET); BB (Yawn)	Debate Clips
4-7	Negative Campaigning	JS: 7 & 8; Ch 4 (DJ)	Debates; Ads
4-14	General Election/GOTV	Ch 7 (DJ)	
4-21	Crises: Watergate	Legend: TBA	
4-28	TBA	TBA	

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DJ: Dennis Johnson's *No Place for Amateurs*
 ET: Evg Thomas's *Election 2004*
 JS: JSTOR Readings. Please see the citations below.
 BB: Blackboard, posted under "Course Documents."

BB Articles:

- 1) "Priming Gender: Campaigning on Women's Issues in US Senate Elections." Brian Schaffner. *American Journal of Political Science*, (49) 803-817, 2005.
- 2) "Experimental Demonstrations of the 'Not-So-Minimal' Consequences of Television News Programs." Shanto Iyengar, Mark Peters, and Donald Kinder. *The American Political Science Review*, (76) 848-858, 1982.
- 3) "US House Members in their Constituencies: An Exploration." Richard Fenno. *The American Political Science Review* (71), 883-917.
- 4) "Strategic Politicians and the Dynamics of US House Elections: 1946-1986." Gary Jacobson. *The American Political Science Review*, (83), 773-793, 1989.
- 5) "The Case of the Vanishing Marginals: The Bureaucracy Did It." Morris Fiorina. *The American Political Science Review*, (71), 177-181, 1977.
- 6) "Getting the Message Out: Candidate Communication Strategy During the Invisible Primary." Haynes, Flowers, & Gurian. *Political Research Quarterly*, (55), 633-652, 2002.
- 7) "When Primary Campaigns Go Negative: The Determinants of Negativity." David Peterson & Paul Djupe. *Political Research Quarterly*, (58), 45-54, 2005.
- 8) "Inside the Black Box of Negative Campaign Effects: Three Reasons Why Campaigns Mobilize." Paul Martin. *Political Psychology*, (25), 544-562, 2004.