Course Change Request

New Course Proposal

Date Submitted: 09/30/15 10:34 am

Viewing: **COMM 6600 : Political Communication**

Last edit: 10/21/15 10:57 am

Changes proposed by: MSM0019

In Workflow

1. CMJN Editor
2. CMJN Chair
3. LA Graduate Curriculum Committee Chair
4. LA Editor
5. LA Associate Dean
6. Coordinator Curriculum Management
7. Graduate Council Curriculum Committee Chair
8. Coordinator Curriculum Management

Approval Path

1. 10/21/15 10:57 am
   LMS0021: Approved for CMJN Editor
2. 10/21/15 6:56 pm
   ADAMSJ1: Approved for CMJN Chair
3. 10/22/15 9:43 am
   AGNEROB: Approved for LA Graduate Curriculum Committee Chair
4. 10/22/15 10:10 am
   LWC0003: Approved for LA Editor
5. 11/03/15 9:15 pm
   ISRAECA: Approved for LA Associate Dean
6. 11/05/15 1:52 pm
   KTS0004: Approved for Coordinator Curriculum Management

Submitter: User ID: **MSM0019** Phone: 4-8735

Proposing

Political communication as a field combines some of the more challenging tenets of the broader theories and methods of communication research. Though it is being submitted as a piggyback course with an undergraduate version (COMM 5600) the graduate students will be assigned readings and assignments that require a more thoughtful consideration and rigorous application of the principles than their undergraduate classmates. In addition to the standard textbook readings graduate students will be required to read current research on political communication from a variety of journals. Similarly the writing assignments will be more substantial in length, analysis, and application. The piggyback nature of the course also justifies the lower enrollment for graduate students in the course.

Political communication is one of the core fields of communication. Some peer institutions offer at least one if not more graduate courses in the field while others offer entire majors. Because of is prominent place in the discipline a graduate level political communication course would be an important addition to the master's program. It would allow graduate students to apply concepts from their core theory and method courses in a political contexts. It would also allow them to consider how the specifics of political environments, topics, and audiences create new communication challenges.

This course will be a piggyback course with COMM 5600, "Political Communication." Piggybacking the courses allows us to diversify our course offerings to our graduate students without dedicating a faculty member to a single graduate course. The undergraduate course is a mainstay in the School of Communication and Journalism for instructing students in how to apply qualitative, quantitative, and rhetorical theories to political contexts. Such courses are standard in most schools and departments of communication in peer institutions.
Abbreviated Title: Political Communication

Course Credit:

<table>
<thead>
<tr>
<th>Schedule Type</th>
<th>Contact/Group Hours</th>
<th>Weekly or Per Term?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>3</td>
<td>Weekly</td>
<td>3</td>
<td>10</td>
</tr>
</tbody>
</table>

Can the course be repeated? No

Total Credit Hours: 3

Grading Type: Standard Grades

Prerequisites:

Prerequisite Courses:

Corequisites:

Restrictions: Exclude Freshman
Exclude Junior
Exclude Sophomore
Exclude Senior

Other Restrictions: Graduate students only.

Admin Restrictions:

Course Description: This course will examine the communication strategies involved in the varied contexts of politics. Students will be exposed to relevant theories and ideas and asked to apply this knowledge to current political activity.

May Count Either:

Affected Program(s):

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Program Title</th>
<th>Requirement or Elective?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major</td>
<td>COMM</td>
<td>Elective</td>
</tr>
</tbody>
</table>

Overlapping or Duplication of Other Units’ Offerings: No

Resources Not Applicable.

Upon completion of this course, students should be able to (1) become more informed users and consumers of political messages, (2) to understand relevant theories and ideas that aid in understanding the use and impact of current
Course Objectives/Outcomes

political activity, (3) to develop skills in evaluating and critiquing persuasive communication, (4) to analyze and understand the structural and situational factors that influence political discourse, (5) and to gain a knowledge of and recognize the importance of political communication and how it shapes our lives.

Is this course considered University Core?

No

PCC= "Presidential Campaign Communication," Smith
Canvas= Article linked on the class's Canvas site.

Week 1- Political Communication, PCA Ch. 1, Canvas- Nimmo, Nimmo and Sanders
Week 2- Language and Politics, PCA Ch. 2-3, Hogan
Week 3- Political Socialization, Media and Politics, PCA Ch. 4-5, Canvas- Zarefsky 1, Gurevich
Week 4- Agenda Setting, PCA Ch. 6
Week 5- Politics and the Internet, PCA Ch. 7
Week 6- Congress, PCA Ch. 13, Canvas- Gring-Pemble, Miller, Halloran

Week 7- The Supreme Court, PCA Ch. 14, Canvas- Hasian
Week 8- Politics, Ethics, and Pop Culture, PCA Ch. 15-16
Week 9- The Presidency, Ch. 12, Canvas- Campbell and Jamieson, Zarefsky 2, Lewis, Murphy, Mid Term Exam
Week 10- Presidential Campaign Stages and Participants, PCC Ch. 2-3
Week 11- Presidential Campaign Rules and Audiences, PCC Ch. 4-6, Canvas- Jamieson, Campaign Audience Analysis Due
Week 12- Presidential Campaign Media and Images, PCC Ch. 7-8, Canvas- Kahn, Pfau
Week 13- Campaign Advertising and Reporting, PC Ch. 9-11, Canvas- Racine Group
Week 14- Campaign Speeches
Week 15- Campaign Speeches, Inaugural Analysis Due
Mid Term Exam- 100 points. Essay format exam that covers readings and lecture materials for the first half of the semester. Students will be expected to synthesize and apply relevant theories to political contexts.

Final Exam- 100 points. Essay format exam that covers readings and lecture materials for the entire semester. Students will be expected to synthesize and apply relevant theories to political contexts.

Presidential Inaugural Analysis- 100 points. Each student is assigned an inaugural address from a past president. Students analyze that address for the strategic qualities that we define in class as well as an consideration of situational factors for her or his assigned president. The result will be a 20-25 page conference-quality paper.

Campaign Audience Analysis- 100 points. Each student is assigned a battleground/swing state from the most recent presidential election. Students analyze the concerns and needs of the voters in the state. Students then write a paper detailing those concerns and make specific strategic suggestions to an assigned candidate. The result will be a 20-25 page consideration of the audience.

Campaign Speech- 100 points. Each student is randomly assigned a candidate from the last presidential election. Students will write a manuscript a stump speech to her or his battleground/swing state in for her or his candidate that adapts the strategies covered in class to the particulars of the candidate's status in the state and the audience's concerns. Special attention will be the adaptation of the student's audience analysis to the speaker's specific policy positions, public persona, and rhetorical voice. The result will be an 8-10 page manuscript.

As detailed above each exam and paper is worth 100 points, as is the speech. The grand total for points in the course is 500.

The grading scale is a standard consideration of the percentage of the total points available in the course:

A= 100-90%, or 500-450 total points.
B= 89-80%, or 449-400 total points.
C= 79-70%, or 399-350 total points.
D= 69-60%, or 349-300 total points.
F= 59-0%, 299-0 total points.
POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g.: hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (V/TT).