**SP CM 417 – Campaign Rhetoric**

**Fall 2016 Syllabus and Schedule**

**3:10-4pm MWF**

Instructor: Dr. Kelly Winfrey

E-mail: kwinfrey@iastate.edu

Office Location & Hours: Mon. 1:30-3pm, Tues. 1-4pm, by appointment

**Course Description:**

This course will examine the communication involved in the varied contexts of politics so that students may become more informed users and consumers of political messages. Students will be exposed to relevant theories and ideas and asked to apply this knowledge to current political activity. The mediated nature of modern political communication and the communication styles and strategies of campaign-related contexts will be examined through an experiential learning context.

**Course Objectives:**

Upon completion of this course, students should be able:

1. To 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 political activity;
3. To develop skills in creating, evaluating, and critiquing persuasive communication;
4. To analyze and understand the structural and situational factors that influence political discourse;
5. To apply the political theories and frameworks in an appropriate manner that reflects the intention and insight of the theories and frameworks; and,
6. To gain a knowledge of and recognize the importance of political communication and how it shapes our lives.

**Required Readings:**

Denton, R. E., & Kuypers, J. A. (2008). Politics and communication in America: Campaigns, Media, and Governing in the 21st Century. Long Grove, IL: Waveland Press.

Powell, L., & Cowart, J. (2013). *Political campaign communication: Inside and out, 2nd Ed.* New York: Pearson Education, Inc. (e-text available on CourseSmart)

Additional Readings on Blackboard

**Recommended Readings:**

Publication manual of the American Psychological Association (6th Ed.). This should be on file in the reference section of the library. Please review and make copies of relevant sections for completing papers for this course.

**Assignments and Expectations:**

**Campaign Dynamics Project:**

The Campaign Dynamics Project is, in brief, centered on a campaign. You will either be assigned to a campaign team or to the media team. This is a semester long project where groups will develop several campaign materials described in the “campaign team” and “media team” sections.

The completed final project for both the Campaign Teams and the Media Team will include:

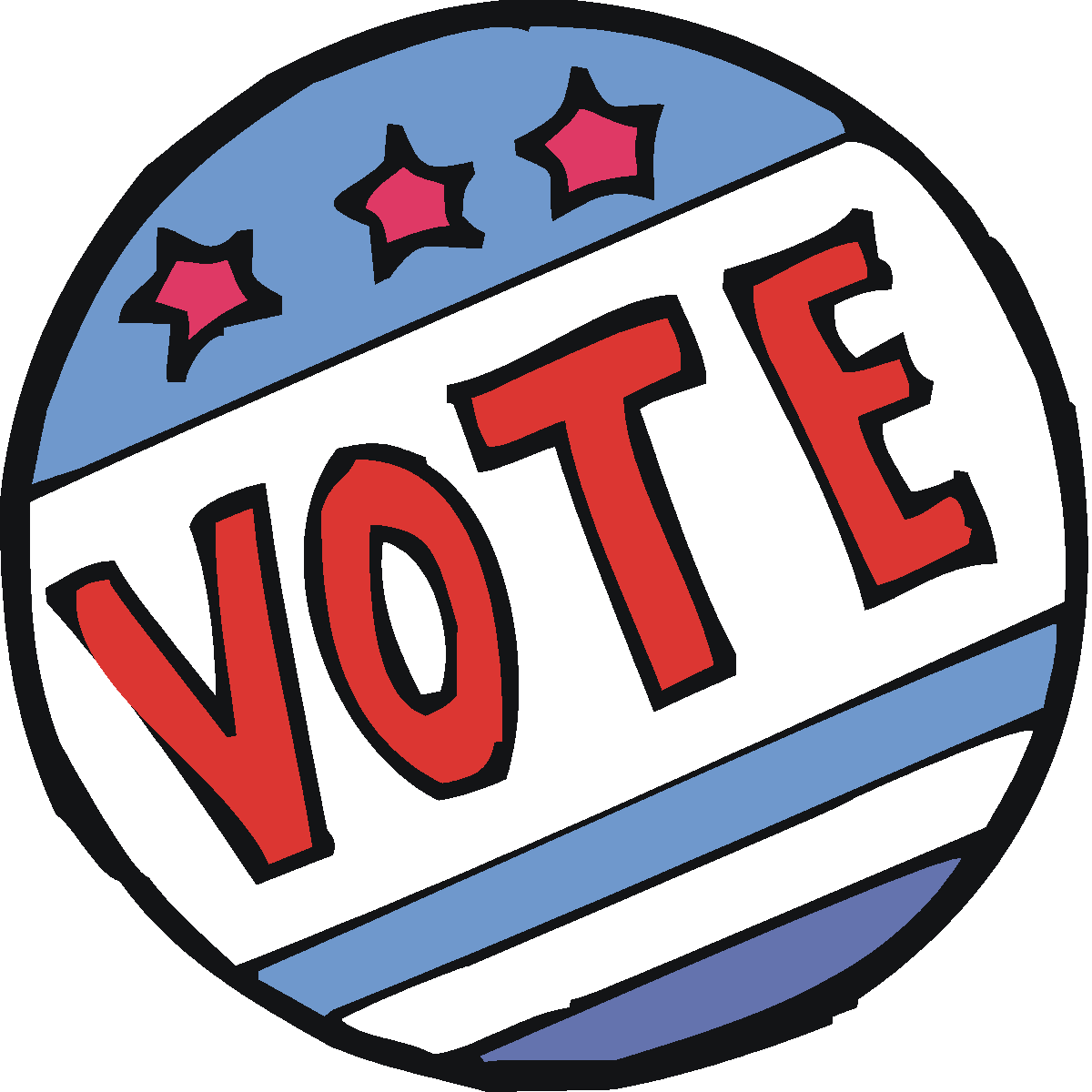
* The creation and presentation of a portfolio containing an analysis (4-6pgs) of the group’s strategy and its effectiveness, explanation and presentation of artifacts developed throughout the project.
* An in-class group presentation (powerpoint) that will occur during the final few days of our semester (see tentative schedule). Everyone on the team must participate in the presentation in order to receive credit.
* Peer review of each group member’s contribution to the semester-long project will be conducted via online survey.

Paper format guidelines for both the group and individual papers will be provided and will comprise an important portion of the paper. Email versions of your paper will NOT be accepted.

A. *Campaign Team*: The campaign teams will choose a candidate from their group and the rest of the members will constitute the campaign staff (the team will assign positions for each member and each member will be responsible for fulfilling the responsibilities of their position, e.g. campaign manager, press secretary, advertising specialist). Each campaign team will design a campaign for a candidate that includes but is not limited to the following:

* Biography
* Announcement speech
* Palm card
* Logo
* Press releases
* Debate preparations
* Spin room support
* Issue research, analysis and messaging
* Television advertisement
* Web site and other social media messaging
* Direct Mail
* Issue position speech
* Media strategy plan
* Press conference preparations
* Communication strategy and implementation

B. *Media* Team: The media group members will research and identify representative media outlets throughout the state, and then assign representatives for key outlets. Each team member will then be responsible for writing in the tone of that outlet and specifically for that outlet’s audience. The media team will engage with the campaign through the following (but is not limited to just the following) in order to represent each outlet:

* Questions for two press conferences (questions submitted to instructor in advance)
* Design and host two debates
* Participate in campaign team spin room after each debate
* Review and be familiar with all campaign materials produced by the campaigns
* Conduct at least two public opinion surveys
* Conduct candidate interviews
* Write articles that cover at least,
  + The electoral environment in order to set the context of the race
  + Candidate announcement speeches/press conference
  + Candidate issues speech/press conference
  + Candidate interviews
  + Debate/spin rooms
  + Campaign scandal and response
  + Additional articles can cover topics such as advertising, issue positions, social media activity, etc.

More details to follow regarding specific and additional requirements of the overall project.

**Exams:** There will be two exams, a mid-term and final (100 points each). The midterm will be a traditional exam consisting of multiple choice, short answer, and essay questions. The final exam is a combination career application/essay exam. Students will submit a cover letter for an ideal job, resume, and answer several “interview questions” in essay form drawing from class readings and experiences.

**Class Participation:** Students are expected to read all assigned materials, attend all scheduled classes, and make informed contributions to the class discussion. Although “attendance” will not be taken at every class period, the instructor reserves the right to do so at any given time and without prior notice; attendance points gathered in this manner will constitute part of the class participation points. In-class activities will constitute another portion of participation. Periodically you may have a group project to be conducted in class that will not be announced in advance. You must be present to obtain the points, no exceptions. Participation in class discussion will constitute the final portion of your participation grade. Students are expected to be actively engaged in the class and contribute to class discussions in a thoughtful and respectful manor.

**Grading:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **ITEM** | | **POINTS** | |  | |  | |  | |
| **Final Project (10%)** | |  | |  | |  | |  | |
| Group Portfolio | | 50 | |  | |  | |  | |
| Group Presentation | | 50 | |  | |  | |  | |
|  | |  | |  | |  | |  | |
| **Exams (20%)** | |  | |  | |  | |  | |
| Midterm Exam | | 100 | |  | |  | |  | |
| Final Exam | | 100 | |  | |  | |  | |
|  | |  | |  | |  | |  | |
| **Participation (15%)** | |  | |  | |  | |  | |
| Class Participation | | 100 | |  | |  | |  | |
| Group Participation | | 50 | |  | |  | |  | |
|  | |  | |  | |  | |  | |
| **Campaign Project Materials (55%)** | | | |  | | **Media Team Project Materials (55%)** | | | |
| Palm Card | | 30 | |  | | Media Roles Memo | | 30 |
| Logo | | 10 | |  | | Article 1- Campaign Context | | 50 |
| Biography | | 10 | |  | | Article 2- Press Conference 1 | | 50 |
| Announcement Press Release | | 10 | |  | | Article 3- Press Conference 2 | | 50 |
| Announcement Speech | | 30 | |  | | Article 4- Debate 1 | | 50 |
| Social Media Presence | | 30 | |  | | Article 5- Poll Results | | 50 |
| Issue Speech | | 30 | |  | | Article 6- Scandal | | 50 |
| Direct Mail | | 30 | |  | | Article 7- Debate 2 | | 50 |
| TV Ad | | 30 | |  | | Press Conference Questions (2) | | 40 |
| Scandal Response | | 10 | |  | | Public Opinion Poll | | 30 |
| Debates & Spin Rooms (2) | | 60 | |  | | Debate Questions/Moderation (2) | | 80 |
| Campaign Memos (individual, 3) | | 120 | |  | | Social Media Presence | | 20 |
| Additional Messaging (see menu) | | 150 | |  | |  | |  |
|  | |  | |  | |  | |  |

**TOTAL POINTS POSSIBLE = 1000**

**Grading System:**

This course uses a plus/minus grading system that is reflected as follows:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Grade | Pts. Earned | Grade | Pts. Earned | Grade | Pts. Earned |
| A | 940-1000 | C+ | 770-799 | D+ | 670-699 |
| A- | 900-939 | C | 740-769 | D | 640-669 |
| B+ | 870-899 | C- | 700-739 | D- | 600-639 |
| B | 840-869 |  |  | F | 0-599 |
| B- | 800-839 |  |  |  |  |

**Menu of Additional Campaign Messaging Options**

|  |  |
| --- | --- |
| Speech (at least 6 min.) | 30 |
| TV Ad | 40 |
| Direct Mail | 30 |
| Press Release | 10 |

**Levels of Performance:**

The meaning of letter grades are defined as follows:

A’s. Student work demonstrates consistently excellent scholastic performance; thorough comprehension; ability to correlate the material with other ideas, to communicate and to deal effectively with course concepts and new material; reliability in attendance and attention to assignments.

B’s. Student work demonstrates superior scholastic performance overall, demonstrates insight and understanding of subject matter as well as application; reliability in attendance, and attention to assignments; may demonstrate excellence but be less consistent than the work of an A student.

C’s. Student work demonstrates satisfactory performance overall, as well as reliability in attendance, and attention to assignments. Work product meets requirements.

D’s. Student work demonstrates minimal, barely passing performance overall; work demonstrates limited knowledge and limited application of subject matter.

F. Student work demonstrates unsatisfactory performance and comprehension or unfulfilled requirements. The grade is failing.

**Expectations and General Course Policies:**

Successful completion of this course requires a commitment from you. This commitment entails:

Attendance: Your success in the course relies heavily on your completion of the reading materials before class, your analysis and synthesis of the material, and your participation in the class discussion—in other words, you will gain much more in and from the class by the application of your efforts in those activities previously stated. If you must miss a class, you are expected to get the notes and any handouts from one of your classmates, as well as any changes in the course schedule. Office hours will not be an opportunity to review a class that you have missed. We know in advance the dates and times scheduled for class. If you choose to have/attend another appointment/event scheduled for the time period reserved for class, you will not receive any extra opportunity to make up points made available that day.

Late Work: The general policy of this course is that no late work will be accepted and no exams will be given outside of the class period in which they are scheduled. Any exceptions to this policy must be made by written petition and approved by the instructor before the date; computer or printer problems are not acceptable excuses for papers not turned at the time and date required. All papers/assignments immediately lose 10% of the possible grade when they are late (any paper not turned in at the beginning of the class in which it is due is considered late); an additional 10% will be deducted for each day they are late thereafter. No late work will be accepted after an assignment has been graded and returned to the other students. Quick-writes and in-class activities are inclusive to class participation and therefore cannot be “made up.” Presentations must be given on the day assigned or you will receive no credit for the assignment—presentations cannot be made up.

# Classroom Behavior

As this is a university course, you are expected to behave in a respectful manner. This includes

* Attendance! You are expected to be on time and to attend each class session.
* Obtaining missed class notes, assignment information, and course materials from classmates.
* Behaving with academic integrity and honesty on all assignments.
* Completing assignments by the date they are due.
* Treating members of the class with the respect and dignity
* Recognizing and accepting the consequences for your actions and choices
* Actively participating in each class meeting. **Turn off and put away your cell phone.** If you take notes on your laptop that should be all you are doing on the laptop. If you fall asleep during class time, look at Facebook, text message, read the newspaper, study for another class, disrespect the instructor or another classmate and so on, you will be asked to leave (it is too distracting for the instructor and other students, and is disrespectful to the class). Students found to be using laptops/tablets for purposes unrelated to the course during class time will lose their privilege of using the device in class.

**Academic Dishonesty**

The class will follow Iowa State University’s policy on academic dishonesty. Anyone suspected of academic dishonesty will be reported to the Dean of Students Office.

<http://www.dso.iastate.edu/ja/academic/misconduct.html>

**Disability Accommodation**

Iowa State University complies with the Americans with Disabilities Act and Sect 504 of the Rehabilitation Act. If you have a disability and anticipate needing accommodations in this course, please contact (instructor name) to set up a meeting within the first two weeks of the semester or as soon as you become aware of your need. Before meeting with (instructor name), you will need to obtain a SAAR form with recommendations for accommodations from the [Disability Resources Office](http://new.dso.iastate.edu/dr/student), located in Room 1076 on the main floor of the Student Services Building. Their telephone number is 515-294-7220 or email [disabilityresources@iastate.edu](mailto:disabilityresources@iastate.edu) . Retroactive requests for accommodations will not be honored.

**Dead Week**

This class follows the Iowa State University Dead Week policy as noted in section 10.6.4 of the Faculty Handbook <http://www.provost.iastate.edu/resources/faculty-handbook> .

**Harassment and Discrimination**

Iowa State University strives to maintain our campus as a place of work and study for faculty, staff, and students that is free of all forms of prohibited discrimination and harassment based upon race, ethnicity, sex (including sexual assault), pregnancy, color, religion, national origin, physical or mental disability, age, marital status, sexual orientation, gender identity, genetic information, or status as a U.S. veteran. Any student who has concerns about such behavior should contact his/her instructor, [Student Assistance](http://new.dso.iastate.edu/sa/) at 515-294-1020 or email [dso-sas@iastate.edu](mailto:dso-sas%40iastate.edu), or the [Office of Equal Opportunity and Compliance](http://www.hrs.iastate.edu/hrs/node/99) at 515-294-7612.

**Religious Accommodation**

If an academic or work requirement conflicts with your religious practices and/or observances, you may request reasonable accommodations. Your request must be in writing, and your instructor or supervisor will review the request. You or your instructor may also seek assistance from the [Dean of Students Office](http://new.dso.iastate.edu/) or the [Office of Equal Opportunity and Compliance](http://www.hrs.iastate.edu/hrs/node/269).

**Contact Information**

If you are experiencing, or have experienced, a problem with any of the above issues, email [academicissues@iastate.edu](mailto:academicissues@iastate.edu).

**SPCM/POLS 417: Campaign Rhetoric**

**Tentative Course Schedule Fall 2016**

**(Subject to Change as Necessary)**

Reading assignments are by author initials and chapter number (and pages if less than a full chapter).

* DK= Denton, R. E., & Kuypers, J. A. (2008). Politics and communication in America: Campaigns, Media, and Governing in the 21st Century. Long Grove, IL: Waveland Press.
* PC = Powell, L., & Cowart, J. (2013). *Political campaign communication: Inside and out, 2nd Ed.* New York: Pearson Education, Inc.

This schedule is tentative and may be subject to change. Changes will be announced in class as well as on the course Blackboard site. You will be responsible for knowing and applying the material in the text even if it is not discussed in class.

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| --- | --- | --- | --- | --- | --- |
| **Week** | **Day** | **Date** | **Topic** | **Readings** | **Materials Due** |
| 1 | Mon | 8-22 | Introduction to the course, discussion of syllabus |  |  |
|  | Wed | 8-24 | Political Communication Defined | DK 1, PC 1 |  |
|  | Fri | 8-26 | Campaign Organization  (1st team meetings) | PC 6 |  |
| 2 | Mon | 8-29 | Campaign Strategy & Planning | PC 3 |  |
|  | Wed | 8-31 | Strategy cont. | DK 8 (pp.157-183) |  |
|  | Fri | 9-2 | Palm Cards, Logos, Direct Mail | DK 8 (pp.191-194), PC 8 (pp.125-128) | C: Memo 1 (Roles)  M: Media Roles Memo |
| 3 | Mon | 9-5 | NO CLASS: LABOR DAY |  |  |
|  | Wed | 9-7 | Image | PC 4 |  |
|  | Fri | 9-9 | Language | DK 2 & 3 |  |
| 4 | Mon | 9-12 | NO Class Meeting- Consultation Meetings. C: Work on palm cards, logos, and biography. M: Work on context article | | |
|  | Wed | 9-14 | Media Theory | DK 6, PC 5 (pp. 73-77) | C: Palm card, logo, and bio  M: Article 1-Context |
|  | Fri | 9-16 | Media Theory cont. | PC 5 (pp. 67-73, 78-88) |  |
| 5 | Mon | 9-19 | Media & Politics | DK 5, PC 12 |  |
|  | Wed | 9-21 | Speeches & Press Conferences | PC 9 |  |
|  | Fri | 9-23 | Speeches cont. |  |  |
| 6 | Mon | 9-26 | Consultation Meetings. C: Work on Speech 1. M: Work on press conference questions. |  |  |
|  | Wed | 9-28 | **Speech & Press Conference 1** |  | C: Announcement press release, speech manuscript/notes. M: Questions |
|  | Fri | 9-30 | Local & State Campaigns | DK 11 |  |
| 7 | Mon | 10-3 | The Internet & Social Media | PC 10 | C: Memo 2  M: Article 2- Press conference 1 |
|  | Wed | 10-5 | Internet cont.  Consultation Meetings | BB Reading | C: Online presence created, M: Twitter account created |
|  | Fri | 10-7 | Advertising | DK 8 (pp.183-189) PC 7 |  |
| 8 | Mon | 10-10 | Advertising cont. |  | C: Direct Mail due |
|  | Wed | 10-12 | Advertising cont. |  |  |
|  | Fri | 10-14 | Consultation Meetings. |  |  |
| 9 | Mon | 10-17 | **Speech & Press Conference 2** |  | C: Speech manuscript/notes. M: Questions |
|  | Wed | 10-19 | Debates | PC (pp. 242- 244) BB Reading |  |
|  | Fri | 10-21 | Debates |  | M: Article 3- Press conference 2 |
| 10 | Mon | 10-24 | Political Polling | D&K Ch. 8 (189-191); P&C 11 |  |
|  | Wed | 10-26 | Exam 1 |  |  |
|  | Fri | 10-28 | Consultation Meetings |  |  |
| 11 | Mon | 10-31 | Consultation Meetings |  | **C: Advertisement due**  **M: Poll 1 available** |
|  | Wed | 11-2 | **Debate 1** |  | M: Debate questions |
|  | Fri | 11-4 | **Debate 1 Spin Rooms** |  |  |
| 12 | Mon | 11-7 | Ethics | DK 16, PC 16 | C: Memo 3  M: Article 4- Debate 1 |
|  | Wed | 11-9 | NO CLASS: NCA |  |  |
|  | Fri | 11-11 | NO CLASS: NCA |  |  |
| 13 | Mon | 11-14 | Consultation Meetings |  | Article 5- Poll results |
|  | Wed | 11-16 | Scandals announced |  |  |
|  | Fri | 11-18 | Scandal responses/media interviews |  | C: Scandal response due. All additional campaign materials due. M: Article 7- Scandal breaking |
| 14 | Mon | 11-21 | No Class: Thanks Giving Break | | |
|  | Wed | 11-23 |
|  | Fri | 11-25 |
| 15 | Mon | 11-28 | Consultation Meetings |  | M: Article 6- Scandal |
|  | Wed | 11-30 | **Debate 2** |  | M: Debate questions |
|  | Fri | 12-2 | **Debate 2 Spin Rooms** |  |  |
| 16 | Mon | 12-5 | **Voting**/Debrief/Consultation Meetings |  | M: Article 7- Debate 2 |
|  | Wed | 12-7 | Group Presentations |  |  |
|  | Fri | 12-9 | Group Presentations |  |  |

**Final Exam due to Blackboard by Wednesday, December 14 at 9:30am**