

Draft Syllabus

A final version of the syllabus will be available on the first day of class.

**Money, Message & Media:
A comprehensive course on the state of
modern American Politics**

UNIVERSITY OF CALIFORNIA
WASHINGTON PROGRAM



SYLLABUS

Steven L. Scully
Adjunct Faculty, University of California Washington Program

www.ucdc.edu

Draft Syllabus

A final version of the syllabus will be available on the first day of class.

SScully@C-SPAN.org

Office # 202-626-7956



"Let us then turn this government back into the channel in which the framers of the Constitution originally placed it."

Abraham Lincoln

July 1858

Welcome to the class!

Course Goals

You are in Washington, D.C. during a pivotal moment in our history, during the first year (and what a significant time it has been) of our 45th president and this session of Congress. This course aims to introduce students to the academic study of American electoral politics by affording students the opportunity examine, analyze, discuss and debate the elements which make up a campaign, while also providing a strong historical perspective of past campaigns.

Draft Syllabus

A final version of the syllabus will be available on the first day of class.

Student Learning Outcome Objectives

By the end of the quarter, students will:

Knowledge

- Understand key lessons from the 2016 campaign
- Have a firm knowledge of the candidates, party structure, election rules, finance, messaging and organizations of political campaigns
- Understand how innovations in communications technology continuously change the dynamics of the American political process.
- Examine how these lessons will be applied to the governing process.

Skills

- Practice extensively the skill of formulating strategic questions.
- Research important aspects of the American electoral process.
- Analyze key issues- both arising within the campaign arena and shaping the political process.

Values

- Demonstrate an awareness of the principled differences among different actors and groups in the American political arena.
- Understand the challenges facing the civility of discourse in the American political campaign and public policy making processes.

Opportunity

- You are spending the quarter in Washington, D.C. This class and your internship experiences are designed to maximize your time in our nation's capital. This class is designed to complement your DC experiences. Take advantage of what UCDC has to offer.

Contact Information:

NOTE:

We will meet every Thursday in Room 318 @ 7:00 pm for our regular three-hour classroom session.

Draft Syllabus

A final version of the syllabus will be available on the first day of class.

Steven L. Scully is a former Associate Faculty member, The Washington Center for Internships and Academic Seminars & the Amos B. Hostetter, Jr. Chair in the School of Communications & Department of Political Science at the University of Denver & the Cable Center. Scully earned his undergraduate degree from The American University in Washington, D.C, completed a study abroad program at The University of Copenhagen (Denmark) and earned a Master of Science from Northwestern University's Medill School of Journalism in Evanston, Illinois. He began his teaching career at St. John Fisher College and Nazareth College in Rochester, N.H. and currently serves on the board of directors of the New Hampshire Institute of Politics. In addition, he is Senior Executive Producer, White House & Political Editor for the C-SPAN Networks, as well as a regular on-air host for the "Washington Journal" & "Newsmakers" programs.

Phone: **202.626.7956**
E-Mail address: SScully@C-SPAN.org
Mailing Address: 400 North Capitol Street, N.W.
Suite # 650
Washington, D.C. 20001

Office Hours: I will be available every Thursday following our evenings sessions and encourage you to see me if you have any questions regarding this course, scheduled assignments, or other projects. I can also schedule a time to meet with you any Friday morning, or you can call or e-mail during normal business hours to set up a conference call or a meeting at my C-SPAN offices (located on Capitol Hill) to discuss any concerns.



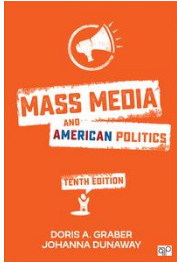
At the Constitutional Convention in 1787, deliberations in Philadelphia took place in strict secrecy. As curious citizens gathered outside Independence Hall, one individual asked Benjamin Franklin, "Well, Doctor, what have we got, a republic or a monarchy?" With no hesitation whatsoever, Franklin responded, "A republic, if you can keep it."

Draft Syllabus

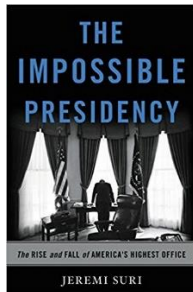
A final version of the syllabus will be available on the first day of class. This exchange was recorded by Constitution signer James McHenry in a diary entry that was later reproduced in the 1906 *American Historical Review*.

REQUIRED TEXTS:

Available at www.Amazon.com



- 1.) **MASS MEDIA & AMERICAN POLITICS**
By Doris A. Graber & Johanna Dunaway
CQ PRESS/ SAGE – 10th Edition - 2017

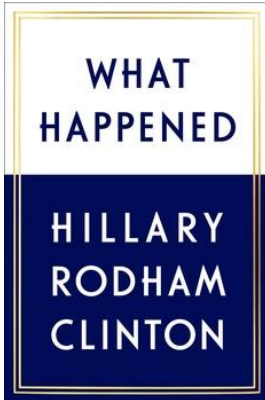


- 2.) **THE IMPOSSIBLE PRESIDENCY: The Rise and Fall of America's Highest Office**
By Jeremi Suri
BASIC BOOKS 2017

SUGGESTED READING:

Draft Syllabus

A final version of the syllabus will be available on the first day of class.



WHAT HAPPENED
By Hillary Rodham Clinton
Simon & Schuster 2017

“In the past, for reasons I try to explain, I’ve often felt I had to be careful in public, like I was up on a wire without a net. Now I’m letting my guard down.” —Hillary Rodham Clinton, from the introduction of *What Happened*



ADDITIONAL REQUIRED READING:

This class requires you to have a base knowledge of events occurring in and around the country and across the world.

You **MUST** keep up with current events to better understand the elements of the class, participate in our discussions, and have context to the issues presented in our lectures.

Key C-SPAN link for this class:

WWW.C-SPAN.ORG

Draft Syllabus

A final version of the syllabus will be available on the first day of class.

You MUST subscribe to two of the following four daily political blogs:

WWW.ABCNews.com (“The NOTE” Political Blog)

WWW.MSNBC.COM (“First Read” Daily Political Update)

WWW.CNN.COM (“Morning Grind”)

WWW.Politico.com (“Playbook”)

"Almost all the world's constitutions are documents in which governments tell the people what their privileges are. Our Constitution is a document in which 'We the people' tell the government what it can do. 'We the people' are free. This belief has been the underlying basis for everything I've tried to do these past eight years."

President Ronald Reagan

January 1989

COURSE REQUIREMENTS:

Your final grade for the Fall 2017 quarter will be based on your active participation, question preparation for each of the guests, exams, papers, weekly blog and other assignments.

1.) ATTENDANCE & CLASSROOM PARTICIPATION: 20 POINTS

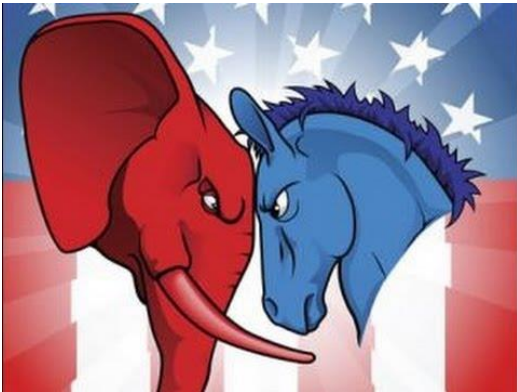
Draft Syllabus

A final version of the syllabus will be available on the first day of class. It goes without saying that your attendance and participation is critical to the success of this class. You will only get out of this class what you put into it, so PLEASE come prepared, interact with our guests and your classmates, and debate the issues presented every Thursday evening. This course only works if you participate and actively engage in the topics. There will be occasional pop-quizzes in this class. Those scores will be included as part of your final grade.

Let me be very clear: **Regular absences, late arrivals and/or early departures will affect your grade!**

To let you know IN ADVANCE how I determine a grade for classroom participation, note the following:

- A** You are in the class, ready to join the conversation with questions and comments, posing direct and ‘to the point’ questions to our guests and having a clear understanding of the weekly topics.
- B** You have at least two unexcused absences and frequently participate in a thoughtful manner.
- C** You have three or more unexcused absences and sometimes participate in classroom discussions
- D** You have more than four unexcused absences and rarely participate.
- F** You don’t show up and never participate.



2) ISSUE MEMO & PRESENTATION

20 POINTS

Draft Syllabus

A final version of the syllabus will be available on the first day of class.

DUE: Thursday, October 19th

A research essay, based on a prompt/ question that will be distributed @ the start of the fall quarter. Each of you received a year. Your assignment is to write a short paper that addresses the following subjects:

- 1.) Who were the leading candidates for each political party in the PRIMARIES?**
- 2.) Who were the party nominees and WHY did each party select that individual?**
- 3.) What were the top three (3) issues that dominated the election that year?**
- 4.) LIST five things you didn't know going into this assignment that surprised/ interested/ intrigued you?**

Your 2-3-page paper/ issue memo is due on the date listed above. In addition, you will make a brief 4 -5-minute classroom presentation on your findings. I will discuss this further in class.

3.) QUARTER EXAM 30 POINTS

DATE: Thursday, November 16th

Expect a series of short quizzes this quarter, consisting of short answer, multiple choice and mini-essay questions based entirely on the required readings, class discussions and guests from this semester. You will be graded on the details and expertise you offer in your answers.

4.) QUARTER RESEARCH REPORT 30 POINTS

DUE: Thursday, December 7th

Draft Syllabus

A final version of the syllabus will be available on the first day of class.

7-9 page IN DEPTH ESSAY:**AN ESSAY WASHINGTON, D.C. & THE STATE OF POLITICS IN OUR NATION'S CAPITOL**

Based on your required readings, class discussions/ lectures and independent research, and your experiences during the UCDC program, your final project this semester is to write an in-depth, thoughtful analysis on the politics of Congress & the presidency.

This is a RESEARCH AND ANALYSIS paper. Therefore, you must source your material. In addition to the required texts, you must provide at least five (5) additional outside sources. Then, summarize your research with an analysis summary that should be 2 -3 pages at the conclusion of your essay.

You will be graded on:

- Quality of your research
- Thoughtful writing
- Keen analysis

Your paper should include the following break-down:

SECTION 1: *Is Washington Broken?* Assess the state of politics in our nation's capital & the relationship between the political parties and Executive-Legislative branches of government

SECTION 2: *How did we reach this point?* Why is it so hard to achieve bipartisan agreement on any of the major issues and what led to this point in American politics? (Provide historical context to this section)

Draft Syllabus

A final version of the syllabus will be available on the first day of class.

SECTION 3: Editorial Summary (This is a chance to write your own essay on YOUR personal observations of what you learned this semester and how you would change the system. Be sure to include notes from class guests/ lectures and topics in this section)



KEY DATES:

Week 1

Chapters 1, 3 & 4 – MASS MEDIA

Week 2

Chapter 7 – MASS MEDIA

GUEST: Carter Kidd, Senior VP & Chief Operating Officer – Republican Campaign Strategist

www.campaignsolutions.com

Week 3

"The Impossible Presidency" – Must be read by today

ISSUE MEMO & STUDENT PRESENTATIONS TODAY (Round 1)

GUEST: Mike Dubke, Former White House Communications Director (President Trump) & Republican Party Strategist

Week 4

Chapter 5, 6 & 10 – MASS MEDIA

ISSUE MEMO & STUDENT PRESENTATIONS TODAY (Round 2)

Draft Syllabus

A final version of the syllabus will be available on the first day of class.

GUEST: Francesca Chambers, White House Correspondent - DAILY MAIL

<http://www.dailymail.co.uk>

Week 5

Chapter 11 & 12 – MASS MEDIA

Week 6

**INDEPENDENT RESEARCH FOR SEMESTER PAPER
NO CLASS TODAY**

Week 7

Chapter 13 – MASS MEDIA

***GUEST: Bill Press, Former Chairman – California Democratic Party,
Host CNN "Crossfire" and Radio Talk Show Host***

<https://www.freespeech.org/billpressshow>

Week 8



Week 9

Chapter 14 – MASS MEDIA

Week 10

Final Class

QUARTER RESEARCH PAPER DUE TODAY

Draft Syllabus

A final version of the syllabus will be available on the first day of class.



ADDITIONAL REQUIRED READING:

This class requires you to have a base knowledge of events occurring in and around the country and across the world.

You **MUST** keep up with current events to better understand the elements of the class, participate in our discussions, and have context to the issues presented in our lectures.

You MUST subscribe to two of the following five daily political blogs:

WWW.ABCNews.com (“The NOTE” Political Blog)

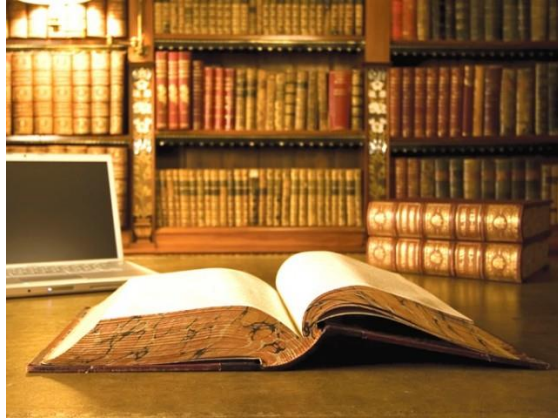
WWW.MSNBC.COM (“First Read” Daily Political Update)

WWW.CNN.COM (“Morning Grind”)

WWW.Politico.com (The “Playbook”)

Draft Syllabus

A final version of the syllabus will be available on the first day of class.
WWW.Axios.com (Mike Allen)

**GRADING:**

According to University of California policies, final course grades earned in this class will be worth the following points:

A = 4.0 A- = 3.7 B+ = 3.3 B = 3.0 B- = 2.7 C+ = 2.3 C = 2.0 C- = 1.7 D = 1.0 F = 0.

ACADEMIC STANDARDS:

It goes without question, University of California has a high standard of academic excellence, and that includes students being honest in their research work. I have zero tolerance for plagiarism, recycled work and cheating. *Please be advised that copying material that is not your own will result in automatic failure in this class.* The web is a great tool, but it is also an easy tracking device for instructors to check out your material. And as always, cite your sources and use quotes when applicable to avoid even the appearance of impropriety. Please see also the TWC Course Policies at the end of this syllabus.

Disclaimer

Readings, assignments and due dates may be subject to change over the course of the semester. I will advise you of any changes and present them to you in writing.

Draft Syllabus

A final version of the syllabus will be available on the first day of class.

Statement on Weather Emergencies



In the event of a winter weather emergency, UCDC follows the Federal Government’s decisions about delays and closures.

#