

TOPICS IN COMMUNICATIONS

Media, message & money: The Selling of a Candidate in the digital age

This course will look at evolution of political communication, from broadcast journalism and political parties/ advertising to messaging by the candidates. The quarter will also examine the impact of social media and role of outside interest groups. In addition, we will examine the historical context of political journalism and modern campaigns from Post-World War 2 through the present. The course will also study candidate recruitment, the debate process, and financing, to better understand the complexities of America's political system.



SEMINAR COURSE



SYLLABUS

Spring Quarter
March - June

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Welcome to the class!

There are 3 'M's' that matter in any successful campaign:

1.) Message

2.) Media

3.) Money

The right candidate, at the right moment in time, with the right message & campaign organization, usually wins. This quarter seminar course will focus on the role of media in shaping that message, examining how it has evolved from the start of political advertising in the 1950's, to the role of social media today. The class will also examine the transformation of news and information in today's digital age. Our focus will also include the historical process of public policy making, as

well as an intense examination on the changing role of media, in shaping public opinion.

Course Goals

You are in Washington, D.C. during a pivotal moment as a new president and Congress try to govern. 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 through the prism of our 21st century media landscape. We will also provide strong historical perspective of past campaigns to fully understand the process and how it has been applied in the past.

Student Learning Outcome Objectives

By the end of the course, students will:

Knowledge

- Understand key media issues shaping politics.
- 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.

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 @ 6:45 pm for our regular three hour classroom session.

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 studies 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.

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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.



REQUIRED TEXTS:

Available at www.Amazon.com & Copies avail at UCDC

**1.) MASS MEDIA & AMERICAN POLITICS (9th Edition) by
*Doris A. Graber & Johanna Dunaway***

**2.) SHATTERED: Inside Hillary Clinton's Doomed Campaign
*Jonathan Allen & Amie Parnes***

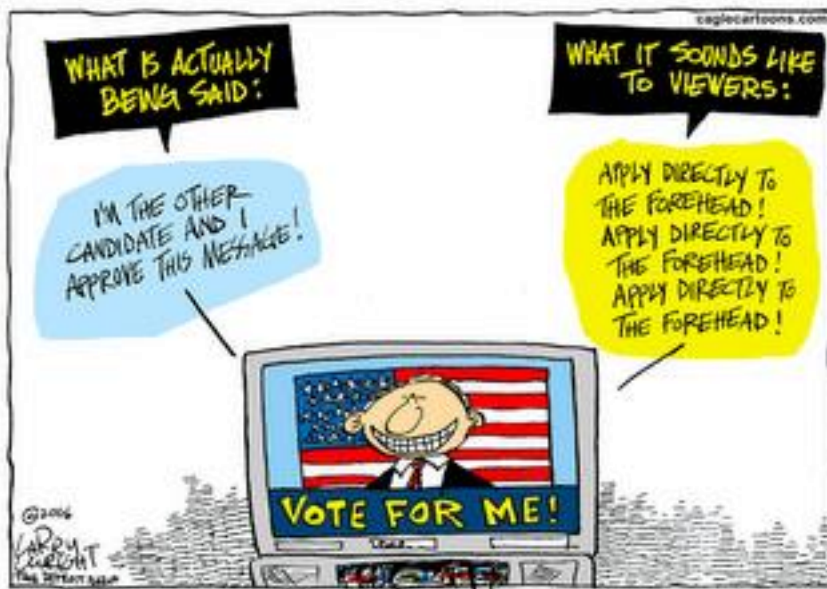
- The media mistakes of the Clinton Campaign

NOTE: This book will be released April 19th

**3.) WHISTLESTOP: Stories from the Presidential Campaign
*John Dickerson, (Moderator of CBS' Face the Nation)***

- From the 19th Century to today, how candidates & campaigns recover or crash because of mis-steps

Select class handouts & book excerpts will be distributed during class (with an e-mail copy sent to you as well,) in advance of each 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 in order 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 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 (Mike Allen’s “Playbook”)

COURSE REQUIREMENTS:

**During the next ten weeks, four areas will determine your final grade:
It will be based on your active participation, question preparation for each class & occasional guests, as well as the exam, final paper and other assignments.**

1.) ATTENDANCE, QUIZZES & CLASSROOM PARTICIPATION: 25 POINTS

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. This course only works if you participate and actively engage in the topics. There may be an occasional pop-quiz 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!**

In order 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 & STUDENT PRESENTATION 25 POINTS

At the start of the quarter, you will be assigned question/ prompt on the challenges & opportunities in our 21st century media environment. You will be required to write a 2-4 page memo WITH attributions, followed by a student presentation.

3.) QUARTER RESEARCH REPORT 50 POINTS

18-20 page ESSAY:

PRESS & THE PRESIDENCY: Evolution of this relationship from our Founding Fathers through Today.

In 1787, our 3rd President and principle author of the Declaration of Independence wrote:

“The basis of our governments being the opinion of the people, the very first object should be to keep that right. Were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those papers and be capable of reading them.”

More recently, our 45th president, Donald J. Trump has repeatedly lambasted the media, for its 'FAKE NEWS!' and telling reporters: “I’ve never seen more dishonest media than, frankly, the political media.”

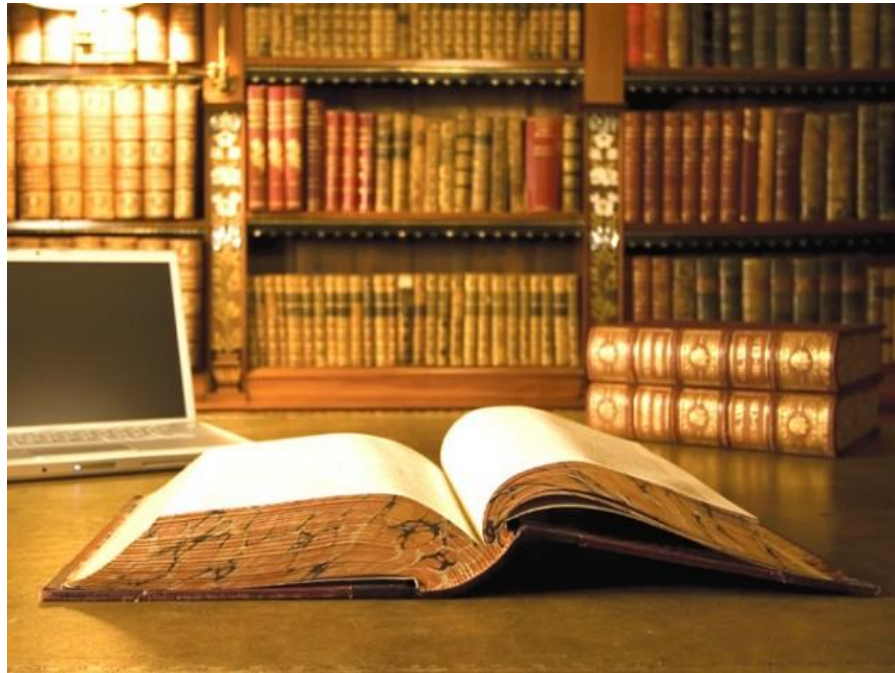
This is a RESEARCH AND ANALYSIS paper. Therefore, you must source your material. In addition to the required texts, you must provide at least eight (8) additional outside sources. Then, summarize your research with an analysis summary that should be 2 -3 pages at the conclusion of your essay.

You Research Paper MUST:

- Print or type using a 14 point standard font, such as Times, Geneva, or Helvetica style
- Text should be double spaced on 8 1/2" x 11" paper with 1 inch margins, single sided
- Number pages consecutively
- Adhere to recommended 18-20 page limit

You will be graded on:

- Quality of your research
- Thoughtful writing
- Keen analysis



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.

WEEKLY SCHEDULE:

Each class will begin with a discussion on the readings, followed by a lecture topic & conclude w/ a Q & A session on relevant material. During select classes, I will bring in a guest to join us for a portion of the discussion. I will notify you in advance of those occasions and communicate with all of you via e-mail if there are changes or adjustments to the schedule.

Session 1: Thursday, March 20th

Course Introduction & Overview

Session 2: Thursday, April 6th

Readings: "Mass Media" – Chapters 1,2,3 & 4 – MEDIA PURPOSES AND STRUCTURE

Lecture Topic: History of Presidential Debates

Session 3: Thursday, April 13th

Readings: "Whistlestop"

GUEST: John Dickerson, Moderator, CBS' FACE THE NATION & Author

Session 4: Thursday, April 20th

- **Group A: Student Presentations**

Readings: "Mass Media" - Chapters 5,6,7,8 & 9 – WHO & WHAT MAKES NEWS

Session 5: Thursday April 27th

- **Group B: Student Presentations on '16 presidential campaign**

Lecture Topic: The Selling of a President – Evolution of Madison Avenue Advertising in American Politics

Session 6: Thursday, May 4th

Readings: “Mass Media” – Chapters 10, 11 & 12 – MEDIA EFFECTS

Lecture Topic: The Rise of Social Media in American Politics

Session 7: Thursday, May 11th

Readings: “Mass Media”: Chapters 13 – CURRENT TRENDS & FUTURE DIRECTIONS

Lecture Topic: How Political Parties and Candidates respond to negative stories

Session 8: Thursday, May 18th

Readings: "SHATTERED: Inside Hillary Clinton's Doomed Campaign"

Guest: Amie Parnes, Co-Author

Research Paper Writing Seminar

Session 9: Thursday, May 25th

TBD

Session 10: Thursday, June 1st

- **Quarter Research Paper Due Today**

Lecture Topic: Quarter Overview & Review

**Readings: “Mass Media & American Politics”
Part 3: Media Effects, Current Trends and Future Directions
Chapters 10-13**

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 in order 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.

**Statement on Weather Emergencies**

Although unlikely in the fall quarter, in the event of a weather emergency, UCDC follows the federal government's decisions about delays and closures.

