

## 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

**Steven L. Scully**  
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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 to examine, analyze, discuss and debate the elements which make up a campaign through the prism of our 21<sup>st</sup> 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 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.

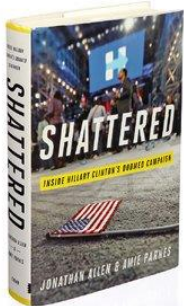
Phone: **202.626.7956**  
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Mailing Address: 400 North Capitol Street, N.W.  
Suite # 650  
Washington, D.C. 20001

**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.**



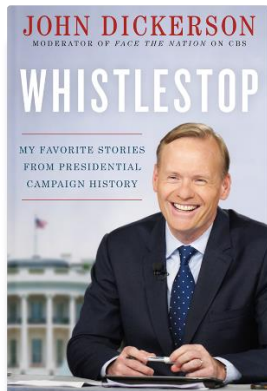
**REQUIRED TEXTS:**

Available at [www.Amazon.com](http://www.Amazon.com) & Copies avail at UCDC



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

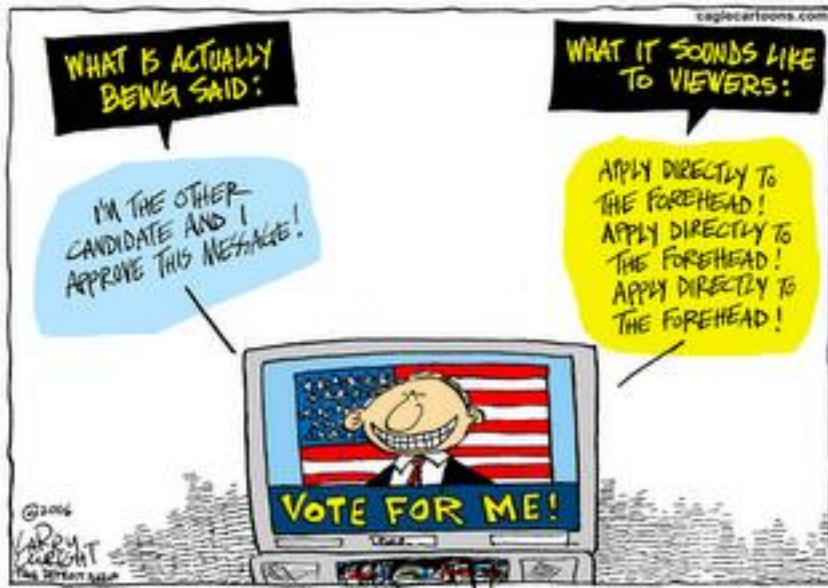
- The media mistakes of the Clinton Campaign



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

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

**In addition, extensive class handouts & book excerpts will be distributed at the start of each class to supplement the required reading. This material will be in lieu of an additional text for this class. I will also e-mail you select materials. Make certain you read and review: this information will be included in class quizzes this spring quarter.**



**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 four daily political blogs:**

[WWW.ABCNews.com](http://WWW.ABCNews.com) (“The NOTE” Political Blog)

[WWW.MSNBC.COM](http://WWW.MSNBC.COM) (“First Read” Daily Political Update)

[WWW.CNN.COM](http://WWW.CNN.COM) (“Morning Grind”)

[WWW.Politico.com](http://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 guest, 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!**

**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.

**ELECTION** ✓  
**2018**



**2.) ISSUE MEMO & STUDENT PRESENTATION 25 POINTS**

**DUE MAY 10<sup>th</sup>**

A research essay, based on a prompt/ question that will be distributed @ the start of the spring '18 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 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.) "WHISTLESTOP" Chapter Summary 10 POINTS**

**DUE APRIL 19<sup>th</sup>**

You will be assigned a single chapter to summarize and review, answering the following questions:

- a.) Major points you learned from that chapter
- b.) What surprised you the most?
- c.) Are the lessons from this chapter relevant today?
- d.) If so, how can they be applied?

This is a 2-page short paper, and will review additional details in class.



**4.) QUARTER RESEARCH REPORT 40 POINTS DUE JUNE 7th**

**14-16 -page ESSAY:**

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

In 1787, our 3<sup>rd</sup> 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 45<sup>th</sup> 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.”

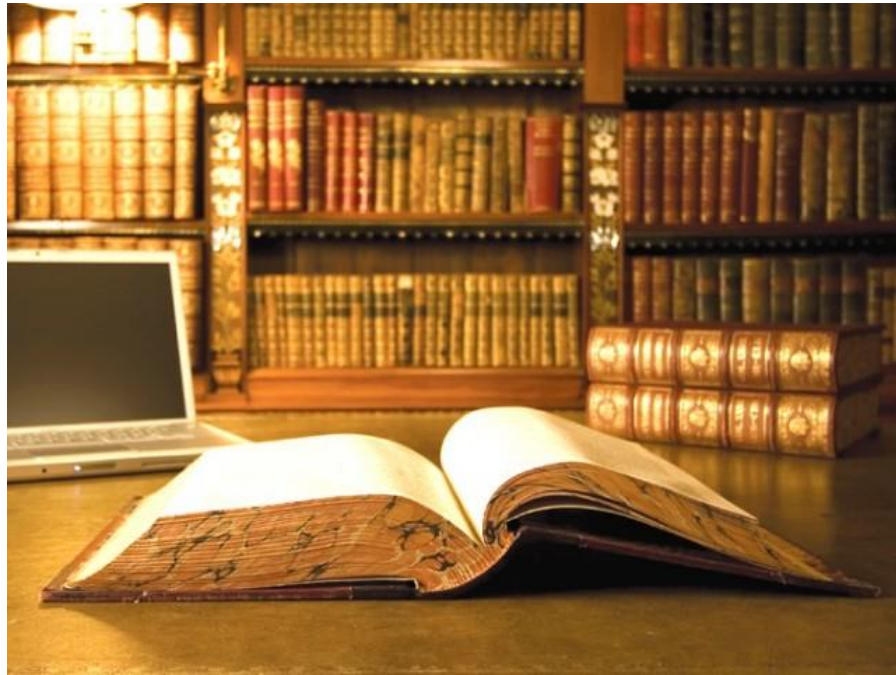
This is a RESEARCH AND ANALYSIS paper. Therefore, you must source your material. In addition to the required texts, you must provide at least eight (8) additional outside sources. Then, summarize your research with an analysis summary that should be 2 -3 pages after your essay.

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 15-16-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.

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**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, April 3rd**

Course Introduction & Overview

**Session 2: Tuesday, April 10<sup>th</sup> (Special Class)**

**Tour of the C-SPAN Offices  
400 North Capitol Street, N.W.  
HALL OF STATES BUILDING**

**And Screening – THE CHOICE: 2016 Election**

**NOTE: 7:30 pm start time**

**Session 3: Thursday, April 12<sup>th</sup>**

**Readings: "WHISTLESTOP: Stories from the Presidential Campaign"**

**Session 4: Thursday, April 19<sup>th</sup>**

**Lecture Topic: Understanding Campaign Strategy - Republicans**

**GUEST: Kevin Madden, Republican Strategist & former Press Secretary, Romney for President (2012)**

**DUE TODAY: WHISTLESTOP Chapter Summary/ Assignment: 2 Page Memo on select Chapter (You will be assigned a chapter in our first class)**

**Session 5: Thursday, April 26<sup>th</sup>**

**Lecture Topic: Understanding Campaign Strategy – Democrats**

**GUEST: Tad Devine, Democratic Strategist & Former Campaign Chair, Bernie Sanders for President (2016)**

**Session 6: Thursday May 3<sup>rd</sup>**

**Quarter Paper Research/ Review  
Writing Lab**

**Session 7: Thursday, May 10th**

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

**GUEST: Jon Allen, Co-Author – "Shattered"**

**DUE TODAY: WHISTLESTOP Chapter Summary/ Assignment: 2 Page Memo on select Chapter (You will be assigned a chapter in our first class)**

**Session 8: Thursday, May 17th**

**Lecture Topic: Covering Campaigns: Front Row Seat to Political History**

**GUEST: Alexi McCammond, Political Reporter – Axios.com**

**Session 9: Tuesday, May 22nd (Special Class)**

**Lecture Topic: History of Presidential Debates**

**GUEST: Janet Brown, Executive Director – Commission on Presidential Debates**

**NOTE: 7:00 pm start time/ UCDC Auditorium**

**Session 10: Thursday, May 24th**

**Lecture Topic: Following the Money in American Politics**

**GUEST: Brendan Quinn, Outreach and Social Media Coordinator, OPEN SECRETS.org**

**Session 11: Thursday, May 31**

**Lecture Topic: The Rise of Social Media in American Politics**

**Session 12: Thursday, June 7th**

- **Quarter Research Paper Due Today**

**Lecture Topic: Quarter Overview & Review**

### **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.



#### **Statement on Weather Emergencies**

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