Political Communication

2012

Professor: Dr. R John Ballotti, Jr
Phone: 903-886-5432
Office: PAC 128
Office Hours: W 1:30 - 2:00 PM & 10:45 - 12:00*
e-mail: john_ballotti@tamu-commerce.edu

*Additional hours by appointment

COURSE DESCRIPTION
This course will utilize lectures, class discussions, and relevant audio-visual materials to examine the role of communication in the modern National electoral process. Specific topics include: persuasive, interpersonal, intrapersonal, small group, and mass communication (political advertising, debates, speeches, etc.) of a campaign. Attention will be paid to how a candidate uses communication to get elected.

TEXT
Malden, MA: Polity.

Various handouts as needed by the instructor.

RULES OF ENGAGEMENT

ATTENDANCE POLICY
If you know you will be absent for an extended period of time contact your Professor. If you are taking part in University-sponsored activities notify your Professor well ahead of absence. If you are absent for evaluated activities such as exams, papers, and presentations, you must have documentation for your absences. (Undocumented excuses will not be accepted.) When your absence is clearly beyond your control, and is documented, there is no penalty for make-ups. When your absence is not beyond your control, or is not documented, or you are not prepared, your grade for that assignment will be reduced by 50 percent. NOTE: if you are absent for any reason, you are responsible for material covered and any announcements made while you are gone. If you are absent on a day when reports are presented there will be a 10 percent reduction in your grade for that report. You are allowed to miss class one time. The second absence will lower your grade to a D. After the third absence you will be dropped from the course. If you have not completed 67% of the course work, at any given time, or if the instructor does not believe you are making satisfactory progress toward the completion of the course you will be dropped from the course.

TARDY POLICY
You will be considered tardy if you are not in your seat when the professor starts calling roll. You will be considered tardy if you are in your seat and talking while the professor is trying to call roll or begin class. If you are not in the classroom when the professor closes the classroom door you are absent. Do not knock on the door. You are allowed to be tardy once on the second time your grade will be lowered to a D, after the third time, you will be dropped from the course.

NOTE: Hats, Caps and Head Coverings of any type are not permitted on your head during class!!! Failure to remove your head covering upon request of the instructor results in an absence for the class.

ELECTRONIC DEVICES
Turn off all cellular phones, pagers, CD players, lap top computers, and any other electronic devices that might in any way disrupt class or disturb others. There will be a box to place these devices in when you enter the classroom. You may pick them up when you leave. If I see one of these devices in your hands or on or about your body during class time or any time I am present in the room or hear one you will immediately be dropped from the course.
This is a classroom, not a cafeteria, restaurant, or fast food business. Therefore, no food or drink will be permitted in the classroom during class.

Your Instructor is the Mayor of Commerce. On the third Tuesday of each month during the fall semester class will be in the Commerce City Hall.

EVALUATION

Students will be evaluated based on a combination of class participation, in–class reports, quizzes and take home final examination.

COURSE BUSINESS

Each student (group) will be responsible for two presentations of course business. One group will present per class. Course business involves finding a current event story from the net or newspaper per class. Cut out the story, tape it to a piece of paper and write a paragraph discussing the event. Each member of the group will do a report. It is your responsibility to ensure no duplication of efforts.

QUIZZES

There will be four quizzes (maybe five) with questions taken directly from assigned readings and class discussions.

TAKE HOME FINAL

A comprehensive question will be designed to allow the student to assimilate all of the information form the class in a coherent form. The answer should three to five (3-5) pages in length. These papers will lead to a 10-15 minute discussion during the final meeting on the day of the final class.

PERCENTAGE DISTRIBUTION OF ASSIGNMENTS

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class participation</td>
<td>10%</td>
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<td>Course Business</td>
<td>20%</td>
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<td>Quizzes</td>
<td>30%</td>
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<tr>
<td>Take Home Final and Presentation</td>
<td>40%</td>
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ACADEMIC HONESTY:

Honesty is expected. Plagiarism, or representing the work of another as your own, is grounds for failure for the assignment or the course and dismissal from the University. Statements lifted verbatim from publications must be cited as quotations. Ideas, summaries, or paraphrased material, and other information taken from literature, must be properly referenced. APA style is used in this course.

SPECIAL ACCOMMODATIONS FOR DISABILITY

Students requiring special accommodations for learning are encouraged to share their concerns or requests with the professor as soon as possible.
Students with Disabilities:
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library
Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu

Speech 414
Reading List

1. The Rhetorical Presidency
2. Presidential Persuasion
3. The Chief Executive as Chief Persuader
4. Systematic Analysis of Political Discourse
5. Semantic Components of DICTION Program
6. Political Communication and Executive Leadership
7. Speech and Drama: The President versus the Mass Media
8. A Man for All Seasons
9. Political Campaigns
10. It Was The Truck: Judging The Effects of Polispots
11. History of Television Involvement in Presidential Debates
12. The Power of Broadcast Debates
<table>
<thead>
<tr>
<th>Week</th>
<th>Chapter #</th>
<th>Activity</th>
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<tbody>
<tr>
<td>1</td>
<td>Chapter 1</td>
<td>The Rhetorical Presidency&lt;br&gt;Presidential Persuasion&lt;br&gt;The Chief Executive as Chief Persuader</td>
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<td></td>
<td>Chapter 2</td>
<td>The Rhetorical Puzzle&lt;br&gt;Systematic Analysis&lt;br&gt;of Political Discourse&lt;br&gt;Semantic Components of DICTION Program</td>
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<tr>
<td>3</td>
<td>Chapter 3</td>
<td>Rules are Rhetorical Constructions&lt;br&gt;Political Communication and Executive Leadership</td>
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<td>4</td>
<td>Chapter 4</td>
<td>Perspectives on Campaign Media&lt;br&gt;The President versus the Mass Media</td>
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<td>5</td>
<td>Chapter 5</td>
<td>Acclaiming, Attacking, and Defending&lt;br&gt;A Man for All Seasons</td>
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<td>6</td>
<td>Chapter 6</td>
<td>Campaign Speeches&lt;br&gt;Political Campaigns</td>
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<td>7</td>
<td>Chapter 7</td>
<td>Campaign Journalism&lt;br&gt;The Power of Broadcast Debates</td>
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<td>8</td>
<td>Chapter 8</td>
<td>Advertising Candidates in the Political Market&lt;br&gt;It Was The Truck: Judging The Effects of Polispots</td>
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<td>9</td>
<td>Chapter 9</td>
<td>Televised Presidential Debates:&lt;br&gt;The Rhetorical Super Bowl&lt;br&gt;Movie: All the Presidents Men&lt;br&gt;History of Television Involvement In Presidential Debates</td>
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<td>10</td>
<td>Chapter 10</td>
<td>Using New Media for Familer Puzzles&lt;br&gt;The Power of Broadcast Debates</td>
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<td>11</td>
<td>Chapter 11</td>
<td>The Surfacing Stage&lt;br&gt;The Nomination Stage&lt;br&gt;The Power of Broadcast Debates&lt;br&gt;Reaction Paper Discussion&lt;br&gt;Final Exam Distributed</td>
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Chapter 13
The Consolidation Stage  Take Home Final Due

Chapter 14
The Election Stage
The Quest for the White House

Last Day of Class  Final Defence
Information Sheet

Name________________________________________

Phone #________________ Class Level___________

What are some other communication classes you have taken, and where have you taken them?

What are your career objectives, and what do you hope to gain from this course to meet those objectives?

Do you have any concerns about completing this course?

What grade will you be working towards?

Do you understand the policies set forth in the syllabus? If you do and you agree to abide by them, please sign below. If you have any questions or concerns, please see your instructor as soon as possible.

_______________________  ____________________
Signature                      Date

Note: Complete this form and give it to your instructor during the first two weeks of classes. 
If your instructor does not have this sheet signed and in his files NO GRADE will be given for the course!