



# JOUR 201 Campaign 2016:



## The Media, Politics and Persuasion

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Instructor: Associate Professor David W. Guth, APR  
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Blackboard: <http://courseware.ku.edu/>

Class Schedule: 2:30-3:45 p.m. Tuesdays and Thursdays  
2048 Malott Hall

Office Hours: 12:30-1:30 Thursday  
and by appointment.

Course Description and Goals -- This class provides an interdisciplinary overview of the American electoral process with a focus on the 2016 presidential election. It will focus on the role journalists and persuasive communicators play in our elections. This is a clinical - not cynical - look at how we select our leaders. We will look at the process in a manner that includes various and diverse perspectives. The goal of this class is to provide students a better understanding of and an appreciation for democracy in action. The class will be administered in much the same fashion as a graduate seminar - short on formal structure and long on classroom participation. Flexibility has been built into the class schedule to take advantage of unexpected twists and turns that may occur during the fall campaign. **A special class deserves a special e-mail address: j201@ku.edu. Please use this address for all class e-mails.**

Required Texts: Judith S. Trent & Robert V. Friedenber, *Political Campaign Communication: Principles & Practices* – Eighth Edition.

Additional assigned readings will be posted on Blackboard.

<u>Grading:</u>	Quiz 1	50 points
	Quiz 2	50 points
	Midterm Exam	200 points
	Final Exam	200 points
	Campaign profile	200 points
	Judy Collins Assignment	100 points
	The Gettysburg Inaugural	100 points
	Professionalism/Attendance	100 points

**TOTAL****1000 points**

The grading scale for this class: 920-1000=A; 900-919=A-; 880-899=B+; 820-879=B; 800-819=B-; 780-799=C+; 720-779=C; 700-719=C-; 680-699=D+; 660-679=D; 600-659=D-; 0-599=F. *Please Note: Grades will not be rounded to a higher number at the end of the semester.*

Tests -- There will be two 200-point exams and two 50-quizzes administered in this class. They will be based upon lectures, videos, readings and guest presentations.

Papers -- Students will be required to complete three papers in this class. The papers will be judged upon the quality of research, analysis and writing. Spelling, grammar and clarity of thought will also be considered in the grading. Specific information on each assignment will be announced in class.

Professionalism -- Because it is the instructor's desire to administer this class in much the same manner as a graduate seminar, a high premium is placed upon meaningful classroom participation. This grade will be determined by a variety of factors, including attendance, in-class participation, and completion of some minimal out-of-classroom assignments. Points may be deducted for behavior deemed as unprofessional, including tardiness, late assignments, and inappropriate classroom behavior. Specific information on how these points will be assigned will be discussed in class.

**Academic Misconduct:** Article II, Section 6 of the Rules and Regulations of the University Senate: "Academic misconduct by a student shall include, but not be limited to, disruption of classes, giving or receiving unauthorized aid on examinations or in the preparation of notebooks, themes, reports or other assignments, or knowingly misrepresenting the source of any academic work, falsification of research results, plagiarizing of another's work, violation of regulations or ethical codes for the treatment of human and animal subjects, or otherwise acting dishonestly in research." Sanctions imposed for academic misconduct can include a reduction of grade, disciplinary probation, suspension or expulsion from the university. Make no mistake about it: **Plagiarism in any form will not be tolerated.**

**Policy on Plagiarism and Fabrication/Falsification** -- *Adopted May 7, 2004:*

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

*The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.*

#### Plagiarism

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

#### Fabrication and Falsification

Unauthorized alteration or invention of any information or citation in an academic exercise.

**School Laboratories** -- The School provides computer and broadcast laboratories for student use. The computer lab in 105 Stauffer-Flint will be open the following hours during the fall semester: Sunday: noon to 10 p.m.; Monday-Thursday 5-10 p.m.; and Friday 9-5 p.m. Computers are available on a first-come, first-serve basis.

The Weir Production Laboratory in the Dole Center will be open 10 a.m. – 8 p.m. Monday-Thursday and 10 a.m. to 5 p.m. on Friday. Students may sign-up for editing time and equipment on a first-come, first-serve basis through Outlook Web Access, [www.mail.ku.edu](http://www.mail.ku.edu). Instructions are available on the J-School Web site, [www.journalism.ku.edu](http://www.journalism.ku.edu). (Look under the “reservations” link on the right side of the page.) Students can sign up for camera equipment no more than three hours at a time and for editing equipment no more than two hours at a time.

All times are subject to change. For the first two full weeks of the semester, the Weir Production Laboratory will close at 5:00 p.m. Extended lab hours will be announced later in the semester.

There are adequate laboratory resources available for students who complete their assignments in a timely manner.

#### **Journalism School Policy on Classroom Attendance:**

"No student may add a journalism class after the 20th day of a semester.

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

"The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting."

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

"Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

**Inclement Weather and Special Needs** - In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). The Office of Student Access Services, 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted Student Access Services, please do so as soon as possible. Please also contact your professor privately in regard to this course

**Copying or Recording** - Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

"When I was a boy I was told that anyone could become President. I'm beginning to believe it."

-- *Clarence Darrow*

**JOUR 201**  
**Campaign 2016: Media, Politics and Persuasion**  
**Fall 2016 Schedule**

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	Topic	Reading	Assignment	Campaign Event
<b>Tues. Aug. 23</b>	Introduction		"Who Wants To Be A Pundit?" contest - due Sept. 6.	
<b>Thurs. Aug. 25</b>	Revisiting Campaign 2012: Obama v, Romney			
<b>Tues. Aug. 30</b>	Communication and Political Campaigns	Chapter 1		
<b>Thurs. Sept 1</b>	The role of political consultants. "True Believers"		PBT-1 results due by 11:59 p.m. 9/5	
<b>Tues. Sept 6</b>	Communicative Functions of Political Campaigns	Chapter 2		
<b>Thurs. Sept 8</b>	<b>Former State Senator Paul T. Davis</b> (D-Lawrence), 2014 gubernatorial nominee.			
<b>Tues. Sept 13</b>	<b>Mike Swenson</b> , president of Crossroads and former gubernatorial press secretary.			
<b>Thurs. Sept 15</b>	The Power of Public Opinion		Assign Campaign Profiles	
<b>Tues. Sept 20</b>	Measuring Public Opinion			
<b>Thurs. Sept 22</b>	Campaign Images and Styles	Chapter 3		<b>9/26</b> - First presidential debate; (Dayton, OH) Tweet at #J201
<b>Tues. Sept 27</b>	<b>Quiz 1</b> (Covers chptrs 1-3); Presidential Campaign History - Part 1			
<b>Thurs. Sept 29</b>	Presidential Campaign History - Part 2		PBT-2 results due by 11:59 p.m. 10/3	<b>9/30</b> - Campaign Profile Selection Memos uploaded to Blackboard by 5:00 p.m.

*Schedule subject to change*