

Marshall University

Course Title/Number	Political Communication/CMM 307
Semester/Year	Fall 2012
Days/Time	Tuesday/Thursday 2:00-3:15
Location	Smith Hall 261
Instructor	Dr. Stephen M. Underhill
Office	Smith Hall 248
Phone	(304) 696-3020
E-Mail	underhills@marshall.edu
Office/Hours	M- 9:00-10:30 a.m. T- 11:00-1:30 p.m. W- 9:00-10:30 a.m. R- 11:00-1:30 p.m. F- 9:00-10:30 a.m.
University Policies	By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to www.marshall.edu/academic-affairs and clicking on "Marshall University Policies." Or, you can access the policies directly by going to http://www.marshall.edu/academic-affairs/?page_id=802 Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment

Course Description: From Catalog

Investigation of the functions, ethics, responsibilities and social impact of oral communication in periods of social unrest and/or political change.

General Education Program Student Learning Outcomes

Upon completion of the core curriculum at Marshall University, students will be able to master the following core domains of critical thinking:

1. Aesthetic/Artistic
2. Communication (oral, written, visual)
3. Information Literacy: Exploring; Questioning; Searching; Evaluating; Synthesizing; Creating; Communicating; Assessing.
4. Mathematical and Abstract
5. Multicultural/International
6. Scientific
7. Social/Ethical/Historical

Relationships among Course, Program, and Degree Profile Outcomes

Course Student Learning Outcomes	How students will practice each outcome in this Course	How student achievement of each outcome will be assessed in this Course	Program Outcomes	Degree Profile Outcomes
Students will develop a basic understanding of narrative theory.	Course readings and in-class group exercises will be combined to help students develop their information literacy skills.	Tests, Quizzes, Speeches	1, 2, 3, 7	Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning
Students will develop a basic understanding of metaphor theory.	Course readings and in-class group exercises will be combined to help students develop their information literacy skills.	Tests, Quizzes, Speeches	1, 2, 3, 7	Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning
Students will develop a basic understanding of the rhetorical situation.	Course readings and in-class group exercises will be combined to help students develop their information literacy skills.	Tests, Quizzes, Speeches	1, 2, 3, 7	Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning
Students will understand the traditional concepts, values, and contexts of political rhetoric.	Course readings and in-class group exercises will be combined to help students develop their information literacy skills.	Tests, Quizzes, Speeches	7	Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning
Students will evaluate specific discursive texts by determining the technical strategies, rhetorical theories, and discursive concepts at play.	Course readings and in-class group exercises will be combined to help students develop their information literacy skills.	Tests, Quizzes, Speeches	1, 2, 3, 7	Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning

Required Texts, Additional Reading, and Other Materials

Farrell, Kathleen and Marilyn J. Young. "The Rhetorical Situation." In *Rhetorical Criticism: Perspectives in Action*, edited by Jim A. Kuypers (Landham, MD: Lexington Books). **ON BLACKBOARD**

Leland M. Griffin, "The Rhetorical Structure of the Antimasonic Movement" (1958). In *Readings on Rhetorical Criticism*, 4th ed., edited by Carl R. Burgchard (State College, PA: Strata: 2010). **ON BLACKBOARD**

Hahn, Dan F. *Political Communication: Rhetoric, Government, and Citizens* (State College, PA: Strata Publishing). **IN BOOKSTORE**

Ivie, Robert L. "Metaphor and the Rhetorical Invention of Cold War Idealists." *Communication Monographs* 54, no. 2 (1987). **ON BLACKBOARD**

Rowland, Robert. "The Narrative Perspective." In *Rhetorical Criticism: Perspectives in Action*, edited by Jim A. Kuypers (Landham, MD: Lexington Books). **ON BLACKBOARD**

Underhill, Stephen M. "J. Edgar Hoover's Domestic Propaganda: Narrating the Spectacle of the Karpis Arrest." *Western Journal of Communication* 76, no. 4 (2012): 438-457. **ON BLACKBOARD**

Course Requirements / Due Dates

Midterm Exam	October 11, 2012	30 points
Quiz 1	September 18, 2012	5 points
Quiz 2	November 8, 2012	5 points
Final Exam	December 12, 2012	30 points
Campaign Speech	December 4-6, 2012	30 points
Lecture Series (Civil Rights)		Total: 100 points

Grading Policy

A+	97 - 100
A	93 - 96
A-	90 - 92
B+	87 - 89
B	83 - 86
B-	80 - 82
C+	77 - 79
C	73 - 76
C-	70 - 72
D+	67 - 69
D	63 - 66
D-	60 - 62
F	0 - 59

Attendance Policy

Attendance is not required for this course. PLEASE NOTE, I DO NOT RESPOND TO E-MAIL REQUESTS ASKING ME TO COVER WHAT YOU MISSED IN CLASS. You may visit me during my office hours to catch up on missed material.

Electronics Policy

This course encourages students to bring laptop computers, tablets, smart phones, and any other devices for accessing the internet. Students without such devices will be paired in groups with these devices. In practically every class we will be applying political communication theory to the daily news. For this to work, students must balance digital connectivity with class participation. Students who choose to be distracted and not participate will fall behind in skill development, which will become evident.

Course Schedule

Week	Topic	Readings due
Week 1		
T, 8/28	Course introduction	
Tr, 8/30	On Rhetoric, Narrative, and Metaphor	Underhill Article
Week 2		
T, 9/4	Entering the Ongoing Argument	Chapter 1
Tr, 9/6	Entering the Ongoing Argument	Chapter 1
Week 3		
T, 9/11	Ideology and Argumentation	Chapter 2
Tr, 9/13	On the Rhetorical Situation	Ferrell & Young Chapter
Week 4		
T, 9/18	Ideology and Media	Chapter 3 Quiz 1
Tr, 9/20	Ideology and Media	Rowland Chapter
Week 5		
T, 9/25	Power of Definition	Chapter 4
Tr, 9/28	Power of Definition	Chapter 4
Week 6		
T, 10/2	Power of Form	Chapter 5
Tr, 10/4	Power of Form	Chapter 5
Week 7		
T, 10/9	Midterm Review	
Tr, 10/11	Midterm Exam	
Week 8		
T, 10/16	From Euphemism to Lies	Chapter 6
Tr, 10/18	Myths and Metaphors	Chapter 7

Week	Topic	Readings due
Week 9		
T, 10/23	Myths and Metaphors	Ivie Chapter
Tr, 10/25	Sexual Language and Politics	Chapter 8
Week 10		
T, 10/30	Marriage of Metaphor and Politics	Chapter 9
Tr, 11/1	Marriage of Metaphor and Politics	Chapter 9
Week 11		
T, 11/6	Secrecy, Surveillance, Lies	Chapter 10
Tr, 11/8	Media and Political Campaigns	Chapter 11 Quiz 2
Week 12		
T, 11/13	Media and Political Campaigns	Chapter 11
Tr, 11/15	Social Movements and Conspiracy Theories	Griffin Article
Week 13		
T, 11/20	Fall Break	
Tr, 11/22	Fall Break	
Week 14		
T, 11/27	Campaign Speech Workshops	Chapter 12
Tr, 11/29	Campaign Speech Workshops	Chapter 13
Week 15		
	Dead Week will be spent delivering campaign speeches that utilize course content. Length of speeches to be determined. Students will be graded on their attempts at persuasion as evident in their creativity. This assignment is viewed as an opportunity for showcasing your rhetorical development and should hopefully be enjoyable for both speakers and listeners.	
T, 12/04	Campaign Speeches	Chapter 14
Tr, 12/06	Campaign Speeches	
Tr, 12/13	Final Exam: 12:45-2:45	