

## Marshall University

Course Title/Number	<b>Seminar in Public Communication: CMM 656</b>
Semester/Year	Fall 2016
Days/Time	Thursdays 6:30p - 9:00p pm
Location	Smith Hall 232
Instructor	Dr. Stephen M. Underhill
Office	Smith Hall 248
Phone	(304) 696-3020
E-Mail	underhills@marshall.edu
Office Hours	Tuesday: 10:50-1:50 Wednesday: 10:00-2:00 Thursday: 10:50-1:50; 3:15-6:15 Please e-mail me in advance of your arrival, if possible
University Policies	By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy be going to <a href="http://www.marshall.edu/academic-affairs">www.marshall.edu/academic-affairs</a> and clicking on "Marshall University Policies." Or, you can access the policies directly by going to <a href="http://www.marshall.edu/academic-affairs/?page_id=802">http://www.marshall.edu/academic-affairs/?page_id=802</a> 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

An exploration of political campaigns in the national elections.

### 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

<b>Course Student Learning Outcomes</b>	<b>How students will practice each outcome in this Course</b>	<b>How student achievement of each outcome will be assessed in this Course</b>	<b>Program Outcomes</b>	<b>Degree Profile Outcomes</b>
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, Weekly Applications, Final Project	1, 2, 3, 7	Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning
Students will develop advanced understanding of rhetorical theory.	Course readings and in-class group exercises will be combined to help students develop their information literacy skills.	Tests, Weekly Applications, Final Project	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, Weekly Applications, Final Project	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 rhetoric.	Course readings and in-class group exercises will be combined to help students develop their information literacy skills.	Tests, Weekly Applications, Final Project	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, Weekly Applications, Final Project	1, 2, 3, 7	Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning

## Required Texts, Additional Reading, and Other Materials

Lehrman, Robert. *The Political Speechwriter's Companion*. Washington, DC. CQ Press. 2009.

Nelson, John S. and G.R. Boynton. *Video Rhetorics: Televised Advertising in American Politics*. Urbana: University of Illinois Press. 1997.

West, Darrell M. *Airwars*, 6<sup>th</sup> ed. Washington, DC. CQ Press. 2014.

## Course Requirements

<b>Think Pieces</b>	<b>100 Points</b>
<b>Midterm</b>	<b>50 Points</b>
<b>Final Exam</b>	<b>50 Points</b>
<b>Campaign Assignments</b>	<b>50 Points</b>
<b>Political Speech Assignment</b>	<b>100 Points</b>

## 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 59—0%.

## 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.

## Document Policy

All documents must be typed, size 12 font, 1 inch margins, double spaced and submitted to Dropbox.

## Course Assignments & Grading Scale

- I. **Political Speech Assignment (100 Points):** Students will write and deliver a political speech of their choosing that exemplifies learning from Lehrman, *The Political Speechwriter's Companion* in the last two weeks of class
  
- II. **Campaign Assignment (50 Points):** Students will directly engage a political campaign of their choice.

Students will either:

- Write a letter to the editor of local newspaper in support or opposition of a candidate;
- Work the phone banks of a local candidate; or
- Canvas for a local candidate.

If you choose to write a letter to-the-editor, you will submit the finalized version for a grade. For an A, your letter will need to be published.

If you choose to work a phone bank or canvas, you will submit a five page reflection on your experience that incorporates intersections from our readings and documentation from the campaign as proof of your experonce (a brief e-mail from the campaign to me would suffice).

Students may choose to do more than one of these activities for extra-credit.

I have reached out to Rep. Evan Jenkins (R) and Matt Detch (D) who are campaigning for Congress to speak to our class. To date, Mr. Detch has agreed to speak with you about such opportunities on Thursday, September 1. Representative Jenkins encourages students to contact him at (304) 522-2201 to work on his campaign.

### CLASS SCHEDULE Reading/Assignment Due

<b>Week 1</b>		
R, 8/25	Introduction	
<b>Week 2</b>		
R, 9/1	Nelson & Boynton, Chapters 1,2,3	<b>TP1</b>
<b>Week 3</b>		
R, 9/8	Nelson & Boynton, Chapters 4,5,6,7	<b>TP2</b>
<b>Week 4</b>		
R, 9/15	West, Chapters 1-5	<b>TP3</b>
<b>Week 5</b>		
R, 9/22	West, Chapter 6-10	<b>TP4</b>
	<i>First presidential debate: Monday, Sept. 26, 2016, at Hofstra University</i>	
<b>Week 6</b>		
R, 9/29	Kaylor, “[George W.] Bush and [Bill] Clinton”	No Class
<b>Week 7</b>		

