DRAFT SYLLABUS FOR: POL-GA 1301
Campaign Strategy & Management
“Weapons of Mass Communication”
(How to Win an Election)

Read Prior to Attending 1st Class:

Theodore H. White “The Making of the President – 1960”
(Chapters 1 – 4) Harper Perennial Political Classics edition, 2009

Session I
Politics - The Art of the Possible
I Don’t Care – Do U?
Introductions & Purpose of Class
  From Parties to Primaries
  Origins and evolution of Political Campaigns
  All Politics are Local

Module I
Session II
Messages and Media
In the beginning, there was the Word
Propaganda and Politics
Leadership and the Origin of Ideas

Readings
  Drew Westen “The Political Brain”
  (Introduction and Part One) Public Affairs, 2007
  Bernays “Propaganda”
  (Introduction through Chapter VI) Ig Publishing 1928/2005

Additional Readings
  Walter Ong “The Tradition of Western Literacy
  (Chapter 9 - Orality, Literacy, and Media)

In Class Screening
  Primary (excerpts)

Session III
Media as the Environment
Orality, Literacy, and Electronic Media
Where the message resides
La Vie Quotidien
Guttenberg & “Unintended Consequences”

Readings
Marshall McLuhan “Understanding Media”
(Part I – Introduction plus Chapters 1, 2 & 6) MIT Press, 1994
Tony Schwartz “The Responsive Chord”
(Introduction through page 107)

Additional Readings
Marcel Duchamp “The Creative Act”
Edmund Carpenter “Became what he Beheld”
K’Naan “Censoring Myself”
Steve Lohr “Now Playing: Night of the Living Tech”
Michel de Certeau’s “Walking in the City”

In Class Screenings
Regan: Morning in America
Chrysler: ½ Time In America
Sanders: Looking for America
NY Presbytarian: That’s My Story
K’Nann: Like a Waving Flag (QTV version / World Cup version)
Kentucky Senate Race

Session IV
Lessons in Media Literacy
The way the world is – not the way you’d like it to be
Framing the Message and Following the Money

Readings
Nichols & McChesney “Dollarocracy”
(Introduction through Chapter 7) Nation Books, 2013
Ben Bagdikian “The New Media Monopoly”
(Chapter 2 – The Big Five)
***Thurber & Nelson Campaigns & Elections American Style (4th Ed)
(Chapter 7 How the Media covered the 2012 Election) Westview Press, 2014

Additional Readings
Matt Bai “The Framing Wars
Michael Niman “Spinning the War –

In Class Screening
Troy Library Video

Session V
Do you want to be right – or do you want to win?
Elections are always about the future

Readings
George Lakoff “Don’t Think of an Elephant”
(Complete) Chelsea Green 2004
Frank Luntz “Words that Work
(Chapter 1, & Chapter 10) Hyperion, 2007
Quintus Cicero “How to Win an Election
(Complete) Princeton University Press
***Machiavelli “Essential Writings”
(The Prince + Selected Chapters) Modern Library Classics
Saul Alinsky “Rules for Radicals
(Complete) Vintage Books, 1989

Additional Readings
Noam Cohen “Know Thine Enemy”
David Brooks “Florence and the Drones”

In Class Screening
Noam Chomsky Video

Session VI
Speaking a Foreign Language
Changing minds? – Not Likely!

Complete Readings & Continued Discussions
MEMO TO SELF – EXERCISE DUE

Screening at Home (Before Class)
War Room (Carvel, Stephanopoulos, Clinton)

Module Two
FIRST PAPER DUE

Session VII
The Prose of Policy, and the Poetry of Politics
The role of the Candidate (And the role of the Consultant)
The Campaign is never better than the Candidate
Paid Media & Earned Media
Who’s in charge here?

Readings

  Thurber & Nelson Campaigns & Elections American Style (4th Ed)
  Joe McGinnis “The Selling of the President”

Screening at Home (Before Class)

  The Candidate (Staring: Robert Redford)
  Mitt (Mitt Romney)

Session VIII

Survey Research and Polling
Polling doesn’t tell you who will win, Polling tells you how to win
Turning issues into values

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(Michael Bocian - Guest)***********

DISCUSSION OF CAMPAIGN PLAN

Screening at Home (Before Class)

  Our Brand is Crises (Documentary about Bolivian Campaign)

Session IX

Management, Organization, and the “Field”
Trench Warfare – Door to Door
Technical Warfare - Finding the Look Alike(s)
Getting out the vote – or Not?

Main Readings:  Campaigns and Elections (Excerpts)
Session X

Campaign Case Study
************* (Mark Longabaugh - Guest)**********

Module Three

SECOND PAPER DUE

Session XI

Political (Media) Activism
Social Media & Internet Trolling
The Truth, You can’t handle the Truth
Zapatistas, Indignatos, and Sanders

Readings

Screening at Home (Before Class)

Cocalero

NO

Session XII

Campaign Plan Discussions

Session XIII

The Times, they are a Changing
Race, Politics, and Drawing Maps

Session XIV

PRESENTATIONS

Reading List:
The following list of books (or parts thereof) are required reading for class. Some you will need to purchase - new or used - while others (particularly those preceded by an asterisk *) can usually be found on line – or will be posted on line - for you to read.
Dollarocracy - Nichols & McChesney (Nation Books)
Don’t Think of an Elephant - George Lakoff (Chelsea Green)
*Words that Work – Frank Luntz (Hyperion)
*Here Comes Everyone - Clay Shirky (Penguin)
How to Win an Election - Cicero / Freeman (Princeton University Press)
Making of the President 1960- Theodore White (HarperPerennial)
Propaganda - Edward Bernays (IG Publishing)
Rules for Radicals - Saul Alinsky (Vintage)
*Essential Writings - Nicolo Machiavelli (Modern Library Classics)
The Political Brain – Drew Westen (PublicAffairs)
The Responsive Chord - Tony Schwartz (Anchor)
*The Revolution will not be Televised - Joe Trippi (Regan Books)
The Selling of the President - Joe McGinnis (Penguin)
*The Tipping Point - Malcom Gladwell (Back Bay Books)

Some other titles may be added during the course of the semester – but generally those additional readings will be made available to you on line.

**Screenings:**

The following movies and documentaries are to be screened on your own. All are available from Netflix, or other online sources.

War Room (the one about President Clinton)
The Candidate (starring Robert Redford)
Mitt
Our Brand is Crises (the Documentary)
Cocalero
No

**Articles and other Readings**

Articles and other class readings will be posted – and updated - with appropriate links –as the class proceeds.