New York University

POL-GA 1301
Fund of Political Strategy & Campaign Mgmt:
(Political Campaigns I: Media, Message, & Management)

SYLLABUS

Notes on ‘The Syllabus’

Below is an outline of the course syllabus. Specific chapters, pages, etc, are not included in this version. Neither are some of the Articles or Papers that we will read during the semester (as I often add or change older material for newer material that I find).

Readings / Screenings / Articles /Television

The ‘Books listed in the Syllabus make up the bulk of the reading material for the course. Some of these titles are meant to be read cover-to-cover – others just specific excerpts or chapters. Many are available –in their entirety on line - or have been copied - in part - and placed on line - so that they do not need to be purchased. Almost all of the titles can be found at the bookstore or can be purchased (new or used) online.

The ‘Articles’ and ‘Papers’ (some of which are listed for each session – and others which will be added as the class progresses) are all linked to their source (if not, then their source is noted so that you can find them easily). Some of these are essential – others are supporting evidence to our class conversations or other readings. These too may change during the course of the semester, as other articles come along that are more current – or are more pertinent to our discussions. If you come across something on your own that you think is interesting or pertinent to our class – you should of course - suggest it.

The Films listed are also pretty much all available on Netflix, or iTunes, or other online outlets. Some may also be in theaters. Be sure to watch them, and be prepared to talk about them in the context of what we are doing in class.

You will need to Subscribe to The New York Times Online, in order to have unlimited access to much of the material we will read (It is not very expensive for a student subscription), and once subscribed you can also request their ‘Politics’ daily e-mail be sent to you each day (it’s known as “First Draft on Politics”). The Washington Post also has two daily newsletters called "Monkey Cage" and "Politics" which you can also subscribe to free.

Follow the coverage of day-to-day politics in the newspapers – and on network television - along with relevant coverage of 2018 Senate and Congressional races - and be sure to watch a lot of the coverage on Cable Television as well. Fox News, CNN, MSNBC, and The Daily Show – are all a part of the classroom discussion – so stay current.

Each semester, I invite a number of Political ‘Operatives’ to come and speak to our class about their specific areas of political and media expertise. Please make every attempt possible to attend their talks when they do come. I will schedule their appearances closer to the start of the semester – and should the date of their appearance then change (as many are involved with on-going campaigns) - I will notify you as soon as possible.
SYLLABUS (SUMMARY VERSION)

Introduction

Session I  9/6
Politics - the Art of the Possible
The Origins and Evolution of Political Campaigns
From Parties to Primaries
All Politics are Local

Reading:

Module One

Session II  9/13
In the Beginning there was the Word
La Vie Quotidienne - or – Everyday Life
Propaganda, Politics, & the Origin of Ideas

Main Readings:  Making of the President -1960 Chapters 1 – 4
Dollarocracy (Excerpts) Nichols & McChesney
Propaganda, Edward Bernays
Orality, Literacy & Media, (Excerpts) Walter Ong

In Class Screening:  Primary, Excerpts

Session III  9/20
Media as the Environment
The way things are – not how you’d like them to be
The God of “Unintended Consequences”

Main Readings:  Understanding Media, (excerpts) Marshal McLuhan
The Responsive Chord, Tony Schwartz

In Class Screening:  Ronald Regan (Morning in America) spot
Chrysler (½ Time in America) spot
NY Presbyterian Hospital (Little Girl) spot
K’Naan Like a Waving Flag (QTV & Coca Cola)

Session IV  9/27
Elections are about the Future
Do you want to be right – or do you want to win?

Main Readings:  How to Win an Election, Quintus Cicero
The Prince, Nicolo Machiavelli
Rules for Radicals, Saul Alinsky

Session V  10/4
Lessons in Media Literacy (and Citizens United)
Framing the Message and Following the Money

Main Readings:  Don’t Think of an Elephant, George Lakoff
Words That Work, Frank Luntz
The New Media Monopoly, (Excerpts) Ben Bagdikian

Screening Assignment:  War Room
NYU
Module Two  First Paper Due

Session VI  10/11
The Candidate
The Prose of Policy, and the Poetry of Politics

Main Readings:  TBA
Screening Assignment:  The Candidate (Staring: Robert Redford)
                       Mitt

Session VII  10/18
Survey Research & Polling
Polling doesn’t tell you who will win. Polling tells you how to win.
Turning Issues into Values

Main Readings:  Campaigns and Elections (Excerpts)
Screening Assignment:  Our Brand is Crises
Guest Speaker

Session VII  10/25
The Political Consultant & Campaign Strategist
Paid Media & Earned Media
Who’s in charge, here?

Main Readings:  The Selling of the President, Joe McGinnis
Screening Assignment:  Cocalero
                       NO

Session IX  11/1
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)

NYU
Module Three  Campaign Plan Due

Session X  11/8
Speaking a Foreign Language
Changing minds? – Not likely!

Session XI  11/15
Distract me – then distract me again
Rage against the Machine
Main Readings:  Enlightenment as Mass Deception, Horkheimer & Adorno
                Politics, Products, and Markets W. Lance Bennett
Session XII  11/29
At the crossroads of the future stand a thousand guardians of the past
Old Media, New Media, News Media and Social Media

Main Readings:  The Revolution Will Not Be Televised, Joe Trippi
                Here Comes Everyone, Clay Shirky (Excerpts)

Session XIII  12/6
Political (Media) Activism
From Medical Aid for North Vietnam to Medical Marijuana in California
The Occupy Movement: From Wounded Knee to Wall Street

Main Readings:  The Tipping Point, Malcom Gladwell (excerpts)

Session XIV  12/13  Final Paper Due
             Final Project Due

Final Readings: Make Way for the Radical Center (NYTimes)
                In Film & Life, The Story is King (NYTimes)

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)
*The Prince - Nicolo Machiavelli (Penguin)
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.