COMMUNICATION IN THE POLITICAL CAMPAIGN
COMM 4013/6013

BOOK REPORT -- Book Report should be three to five typed pages. It should summarize the essentials of a chosen book as they relate to communication and evaluate the content as a source of ideas about political communication. Book should be a critical history of a significant campaign.

EXAMS -- There will be two preliminary exams and a final.


GRADING -- Exams will constitute 50% of the final grade (15%, 15% & 25%). Paper will count 20% and book report 10%. Constructive participation in class and such intangibles as improvement, initiative, etc. will also be taken into account and will constitute about 15% of the final grade. Participation is impossible if student is absent. Late work when accepted will be penalized. Assignments are due at the beginning of the class period on the date they have been assigned. (No e-mail)

TEXTS -- Required: Dennis W. Johnson. No Place for Amateurs.

Suggested: Jules Witcover. No Way to Pick a President.
Stuart Stevens. The Big Enchilada.
Dick Morris. Behind the Oval Office.
Thomas Patterson. Out of Order.
Calendar (Topics subject to change. Due dates are not.)

Jan 22. Political Campaign Communication: Communication, Rhetoric & Power
Jan 27. The Revolution in Political Communication and the Art of the Campaign
Jan 29. Image Dynamics and the "Reasoning" Voter
Feb 3. Consultants and Professionally Driven Campaigns, I
Feb 5. Consultants and Professionally Driven Campaigns, II
Feb 10. Examination over Witcover: Introduction & Chapters 1, 2, 3, 4 & 7. Johnson; Chapter 1 and materials presented and discussed in class.
Feb 12. Candidate Availability and Campaign Credibility
Feb 17. Constituency Analysis
Feb 19. The Polls as Research (Book Report Due)
Feb 24. No class in lieu of recommended attendance for the 2003 Osborn Lecture.

Feb 26. The Polls as Rhetoric
Mar 3. The Ethics of Campaign Communication
Mar 5. Case Studies in Campaign Ethics
Mar 17. Opposition Research and The Art of the Negative
Mar 19. The Art of the Counter-Negative
Mar 24. Examination over Witcover: Chapter 6, Johnson; Chapters 2, 4, 5 & 6, and materials presented and discussed in class.
Mar 26. Media Relations, I
Mar 31. Media Relations, II
Apr 2. Media Production (Approval Deadline for Paper Topics)
Apr 7. Classic Commercials
Apr 9. The Debating Game
Apr 14. Debate’s Greatest Hits
Apr 16. The Rhetoric of Endorsements
Apr 21. Communication Functions I
Apr 23. Communication Functions II (Papers Due)
Apr 28. Campaigns and the Future of Democracy
Apr 30. Student Papers and Review
Final Exam over Witcover: Chapters 5, 6, 12, 13, 16, Johnson; Chapters 8 & 10, and materials presented and discussed in class.
Communication in Political Campaign
Bibliography


Lance Bennett. NEWS: THE POLITICS OF ILLUSION. (1983)

John Brady. BAD BOY: THE LIFE AND POLITICS OF LEE ATWATER. (1997)*


David Chagall. THE NEW KINGMAKERS. (1981)

Irving Crespi. PRE-ELECTION POLLS. (1989)

Richard Ben Cramer. WHAT IT TAKES: THE WAY TO THE WHITE HOUSE. (1992)*

Timothy Crouse. THE BOYS ON THE BUS. (1973)

Richard Davis & Diana Owens. NEW MEDIA AND AMERICAN POLITICS. (1998)


James Fallows. BREAKING THE NEWS: HOW THE MEDIA UNDERMINE AMERICAN DEMOCRACY. (1996)*

Robert V. Friedenberg. COMMUNICATION CONSULTANTS IN POLITICAL CAMPAIGNS; BALLOT BOX WARRIORS. (1997)

David Gergen. EYEWITNESS TO POWER: THE ESSENCE OF LEADERSHIP. (2000)*


Jeff Greenfield. PLAYING TO WIN. (1979)


Kathleen Hall Jamieson. DIRTY POLITICS: DECEPTION, DISTRACTION & DEMOCRACY. (1992)

Kathleen Hall Jamieson. ELOQUENCE IN AN ELECTRONIC AGE. [1988]

Kathleen Hall Jamieson. PACKAGING THE PRESIDENCY. (1984)

Kathleen Hall Jamieson & David Birdsall. PRESIDENTIAL DEBATES: THE CHALLENGE OF CREATING AN INFORMED ELECTORATE. (1988)

Dennis W. Johnson. NO PLACE FOR AMATEURS. (2001)*

Stanley Kelley, Jr. PROFESSIONAL PUBLIC RELATIONS & POLITICAL POWER. (1965)

Sidney Krause. TELEvised PRESIDENTIAL DEBATES AND PUBLIC POLICY. (1988)

Michael Lewis. TRAIL FEVER. (1997)*

Frank Luntz. CANDIDATES, CONSULTANTS & CAMPAIGNS. (1988)*


Christopher Matthews. HARDBALL. (1989)

Myles Martel. POLITICAL CAMPAIGN DEBATES. (1983)


Dick Morris. BEHIND THE OVAL OFFICE. (1997)*

Dick Morris. The NEW PRINCE. (1999)*

Dick Morris. POWER PLAYS: Win or Lose - How History’s Great Political Leaders Play the Game. [2002]*

Joseph Napolitan. THE ELECTION GAME AND HOW TO WIN IT. (1972)

Dan Nimmo. THE POLITICAL PERSUADERS. (1970)

Richard Nixon. IN THE ARENA. (1990)

Thomas Patterson. OUT OF ORDER. (1993)*

Samuel L. Popkin. THE REASONING VOTER: COMMUNICATION AND PERSUASION IN PRESIDENTIAL CAMPAIGN. (1991)*


Ed Rollins. BARE KNUCKLES AND BACK ROOMS. MY LIFE IN AMERICAN POLITICS. [1996]*

Larry Sabato. FEEDING FRENZY: HOW ATTACK JOURNALISM HAS TRANSFORMED AMERICAN POLITICS. (1991)

Larry Sabato. THE RISE OF POLITICAL CONSULTANTS. (1983)


Daniel M. Shea & Michael Joh Burton. CAMPAIGN CRAFT. (2nd ed.) [2001]*


Craig R. Smith. FREEDOM OF EXPRESSION AND PARTISAN POLITICS. 1989


Stuart Stephens. THE BIG ENCHILADA; Campaign Adventures with the Cockeyed Optimists from Texas Who Won the Biggest Prize in Politics. [2001]*

Paul Taylor. SEE HOW THEY RUN. (1990)*


Evan Thomas and Newsweek Staff. BACK FROM THE DEAD. (1997)*


Judith Trent & Robert Friedenberg. POLITICAL CAMPAIGN COMMUNICATION. [1983]

