

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.

PAPER--The assigned paper should be six to ten typewritten pages on a theme or thesis related to the materials of the course. Sample topics: (1) The "Talk-Show Format" as a Communication Vehicle in Presidential Campaigns, (2) "Leaving No Shot Unanswered" as Rhetorical Strategy in the Election of Bill Clinton, (3) "Read My Lips": Campaign Promises and Presidential Performance, (4) Negative Campaigning: Has It Reached its Peak?," (5) Pre-election Polling and Campaign Viability, (6) The Controversy Over "Willie Horton," (7) George Bush and Dan Rather and the "Wimp" Image, (8) Debate Formats and Public Learning, (9) Sources of Media Bias in Campaign Coverage, (10) Incumbent Rhetorical Advantages, (11) The Use of Endorsement Commercials, (12) The Philosophy of Lee Atwater, (13) TV Commercials and Agenda Setting in 1996, (14) Al Gore and Bill Clinton: A Strategy of Separation", etc.

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.

Jules Witcover. No Way to Pick a President.

Suggested: Stuart Stevens. The Big Enchilada.

Dick Morris. Behind the Oval Office.

Dick Morris. The New Prince.

Daniel Shea & Michael John Burton. Campaign Craft.

Thomas Patterson. Out of Order.

Theodore White. Breach of Faith.

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**

Stephen Ansolabehere and Shanto Iyengar. GOING NEGATIVE: HOW POLITICAL ADVERTISEMENTS SHRINK & POLARIZE THE ELECTORATE. (1995)

Lance Bennett. THE GOVERNING CRISIS. (2nd Edition). [1996]

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

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

Joseph N. Capella & Kathleen Hall Jamieson. SPIRAL OF CYNICISM: THE PRESS AND THE PUBLIC GOOD. (1997)

Karen S. Johnson-Cartee & Gary Woodward. NEGATIVE POLITICAL ADVERTISING: COMING OF AGE. (1991)

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)

Robert E. Denton, Jr. (ed), ETHICAL DIMENSIONS OF POL. COMMUNICATION. [1991]

Edwin Diamond & Stephen Bates. THE SPOT: THE RISE OF POLITICAL ADVERTISING ON TELEVISION. (1984)

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)*

Jack Germond & Jules Witcover. BLUE SMOKE AND MIRRORS: How Reagan Won & Carter Lost the Election of 1980. [1981]

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Peter Goldman, Tom Mathews, and the NEWSWEEK Special Election Team. QUEST FOR THE PRESIDENCY: The 1988 Campaign. (1989)

Peter Goldman and the NEWSWEEK Special Election Team. THE QUEST FOR THE PRESIDENCY 1992. (1994)

Jeff Greenfield. **PLAYING TO WIN.** (1979)

Mark Hertsgaard. **ON BENDED KNEE: The Press and the Reagan Presidency.** (1988]

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

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Dennis W. Johnson. **NO PLACE FOR AMATUERS.** (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)*

S. Robert Lichter and Richard E. Noyes. **GOOD INTENTIONS MAKE BAD NEWS: WHY AMERICANS HATE CAMPAIGN JOURNALISM.** (1995)*

Jarol B. Manheim. **ALL OF THE PEOPLE ALL THE TIME: STRATEGIC COMMUNICATION AND AMERICAN POLITICS.** (1991)

M. Matalin & James Carville. **ALL'S FAIR: Love, War, and Running for President.** (1994)

Chrisopher Matthews. **HARDBALL.** (1989)

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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)

Peggy Noonan. **WHAT I SAW AT THE REVOLUTION: A Political Life in the Reagan Era.** (1990)

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