

TOPICS IN COMMUNICATIONS

Media, message & money: The Selling of a Candidate in the digital age

This course will look at evolution of political communication, from broadcast journalism and political parties/ advertising to messaging by the candidates. The quarter will also examine the impact of social media and role of outside interest groups. In addition, we will examine the historical context of political journalism and modern campaigns from Post-World War 2 through the present. The course will also study candidate recruitment, the debate process, and financing, to better understand the complexities of America's political system.



FALL 2019



SYLLABUS

Fall Quarter
September-December 2019

Steven L. Scully
Adjunct Faculty, University of California Washington Program

www.ucdc.edu

ROOM 210

SScully@C-SPAN.org

Office # 202-626-7956





Welcome to the class!

There are 3 'M's' that matter in any successful campaign:

1.) Message

2.) Media

3.) Money

The right candidate, at the right moment in time, with the right message & campaign organization, usually wins. This quarter seminar course will focus on the role of media in shaping that message, examining how it has evolved from the start of political advertising in the 1950's, to the role of social media today. The class will also examine the transformation of news and information in today's digital age. Our focus will also include the historical process of public policy making, as well as an intense examination on the changing role of media, in shaping public opinion.

Course Goals

You are in Washington, D.C. during a pivotal moment as a Republican president and divide Congress try to govern, with the 2020 presidential campaign fiercely underway. This course aims to introduce students to the academic study of American electoral politics by affording students the opportunity examines, analyze, discuss and debate the elements which make up a campaign through the prism of our 21st century media landscape. We will also provide strong historical perspective of past campaigns to fully understand the process and how it has been applied in the past.

As we enter the early stages of the 2020 presidential primaries and caucuses, this class will pay special attention to the issues shaping Congress in 2019 and the 'Road to the White House' in the months ahead.

Student Learning Outcome Objectives

By the end of the course, students will:

Knowledge

- Understand key media issues shaping politics.
- Have a firm knowledge of the candidates, party structure, election rules, finance, messaging and organizations of political campaigns
- Understand how innovations in communications technology continuously change the dynamics of the American political process.

Skills

- Practice extensively the skill of formulating strategic questions.
- Research important aspects of the American electoral process.
- Analyze key issues- both arising within the campaign arena and shaping the political process.

Values

- Demonstrate an awareness of the principled differences among different actors and groups in the American political arena.
- Understand the challenges facing the civility of discourse in the American political campaign and public policy making processes.

Opportunity

- You are spending the quarter in Washington, D.C. This class and your internship experiences are designed to maximize your time in our nation's capital. This class is designed to complement your DC experiences. Take advantage of what UCDC has to offer.

Contact Information:

NOTE:

We will meet every Thursday in Room 318 @ 7:10 pm for our regular three-hour classroom session.

Steven L. Scully is a former Associate Faculty member, The Washington Center for Internships and Academic Seminars & the Amos B. Hostetter, Jr. Chair in the School of Communications & Department of Political Science at the University of Denver & the Cable Center. Scully earned his undergraduate degree from The American University in Washington, D.C, completed a study abroad program at The University of Copenhagen (Denmark) and earned a Master of Science from Northwestern University's Medill School of Journalism in Evanston, Illinois. He began his teaching career at St. John Fisher College and Nazareth College in Rochester, N.H. and currently serves on the board of directors of the New Hampshire Institute of Politics. In addition, he is Senior Executive Producer, White House & Political Editor for the C-SPAN Networks, as well as a regular on-air host for the "Washington Journal" & "Newsmakers" programs.

Phone: **202.626.7956**
E-Mail address: SScully@C-SPAN.org
Mailing Address: 400 North Capitol Street, N.W.
Suite # 650
Washington, D.C. 20001

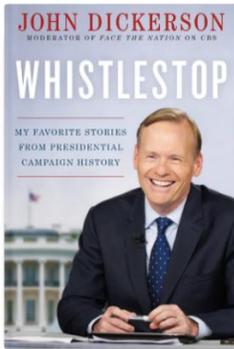
Office Hours: I will be available every Thursday following our evenings sessions and encourage you to see me if you have any questions regarding this course, scheduled assignments, or other projects. I can also schedule a time to meet with you any Friday morning, or you can call or e-mail during normal business hours to set up a conference call or a meeting at my C-SPAN offices (located on Capitol Hill) to discuss any concerns.



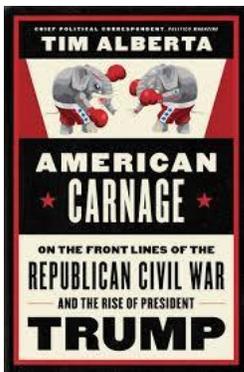
REQUIRED TEXTS:

Available at www.Amazon.com & Copies avail at UCDC

- 1.) **WHISTLESTOP: Stories from the Presidential Campaign**
By John Dickerson



- 2.) **AMERICAN CARNAGE: On the Front Lines of the Republican Civil War & the Rise of President Trump**
By Tim Alberta



ADDITIONAL READING ASSIGNMENTS WILL BE HANDED OUT DURING CLASS



In addition, extensive class handouts & book excerpts will be distributed at the start of each class to supplement the required reading. This material will be in lieu of an additional text for this class. I will also e-mail you select materials. Make certain you read and review: this information will be included in class quizzes this spring quarter.

ADDITIONAL REQUIRED READING:

This class requires you to have a base knowledge of events occurring in and around the country and across the world.

You **MUST** keep up with current events to better understand the elements of the class, participate in our discussions, and have context to the issues presented in our lectures.

You **MUST** subscribe to two of the following four daily political blogs:

WWW.ABCNews.com ("The NOTE" Political Blog)

WWW.MSNBC.COM ("First Read" Daily Political Update)

WWW.CNN.COM ("Morning Grind")

WWW.Politico.com (The "Playbook")

COURSE REQUIREMENTS:

During the next eleven weeks, four areas will determine your final grade: It will be based on your active participation, question preparation for each class & occasional guest, as well as the exam, final paper and other assignments.

1.) ATTENDANCE & CLASSROOM PARTICIPATION: 30 POINTS

It goes without saying that your attendance and participation is critical to the success of this class. You will only get out of this class what you put into it, so PLEASE come prepared, interact with our guests and your classmates, and debate the issues presented every Thursday. This course only works if you participate and actively engage in the topics.

Let me be very clear: **Regular absences, late arrivals and/or early departures will affect your grade!**

To let you know IN ADVANCE how I determine a grade for classroom participation, note the following:

- A** You are in the class, ready to join the conversation with questions and comments, posing direct and ‘to the point’ questions to our guests and having a clear understanding of the weekly topics.
- B** You have at least two unexcused absences and frequently participate in a thoughtful manner.
- C** You have three or more unexcused absences and sometimes participate in classroom discussions
- D** You have more than four unexcused absences and rarely participate.
- F** You don’t show up and never participate.



2.) **"WHISTLESTOP" Chapter Summary** **20 POINTS**

Short Paper & Classroom presentation

DUE THURSDAY, October 24th

You will be assigned a single chapter to summarize and review, answering the following questions:

- a.) Major points you learned from that chapter
- b.) What surprised you the most?
- c.) Are the lessons from this chapter relevant today?
- d.) If so, how can they be applied?

This is a 2-3-page

3.) **ISSUE MEMO** **30 POINTS**

DUE THURSDAY, December 5th

AN ESSAY: THE STATE OF POLITICS & MEDIA (7-9 pages)



Based on your required readings, class discussions/ lectures and independent research, and your experiences during the UCDC program, your final project this semester is to write an in-depth, thoughtful analysis on the politics of Congress & the presidency.

This is a RESEARCH AND ANALYSIS paper. Therefore, you must source your material. In addition to the required texts, you must provide at least five (5) additional outside sources. Then, summarize your research with an analysis summary that should be 2 pages at the end/ conclusion of your essay.

You will be graded on:

- Quality of your research
- Thoughtful writing
- Keen analysis

Your paper should include the following break-down:

SECTION 1: *Is Washington Broken?* Assess the state of politics in our nation's capital & the relationship between the political parties and Executive-Legislative branches of government

SECTION 2: *How did we reach this point?* Why is it so hard to achieve bipartisan agreement on any of the major issues and what led to this point in American politics? What role has 'opinion journalism' and tribal media politics played in our country's current political discourse (Provide historical context to this section)

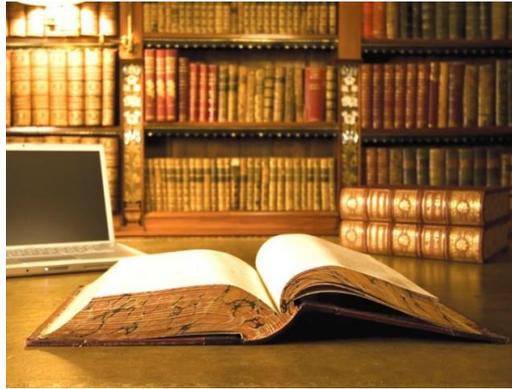
SECTION 3: *Editorial Summary* (This is a chance to write your own essay on YOUR personal observations of what you learned this semester and how you would change the system. Be sure to include notes from class guests/ lectures and topics in this section)

4.) QUARTER EXAM **20 POINTS**

Short Essay, Multiple choice and short answer exam based on the material from the Fall Quarter.

THURSDAY, November 21st





GRADING:

According to University of California policies, final course grades earned in this class will be worth the following points:

A = 4.0 A- =3.7 B+ = 3.3 B = 3.0 B - =2.7 C+ =2.3 C =2.0 C- =1.7 D =1.0 F =0.

=====

WEEKLY SCHEDULE:

Each class will begin with a discussion on the readings, followed by a lecture topic & conclude w/ a Q & A session on relevant material. During select classes, I will bring in a guest to join us for a portion of the discussion. I will notify you in advance of those occasions and communicate with all of you via e-mail if there are changes or adjustments to the schedule.

- PLEASE NOTE THE SPECIAL CLASS SCHEDULE THIS QUARTER -

Session 1: Thursday, September 26th

Course Introduction & Overview

TOPIC: How did we get here: 2016, 2018 and what's next for 2020?

Screening – THE CHOICE: 2016 Election

Session 2: Thursday, October 3rd

President Trump, A Divided Congress and what it means for 2020

GUEST: Anita Kumar
White House Correspondent & Associate Editor
POLITICO
Member, White House Correspondents' Association

Session 3: Wednesday, October 9th

Special Class

Tour of C-SPAN & Lecture
400 North Capitol Street, N.W.
Washington, D.C. 20001
(two blocks from Union Station Metro)

GUEST: Tim Alberta
Author,
AMERICAN CARNAGE: On the Front Lines of the Republican Civil
War & the Rise of President Trump

Session 4: Thursday, October 10th

Understanding the basics of campaigns: From strategy and media buys to digital ads and get out the vote efforts

GUEST: Joe Fuld
Founder and President
THE CAMPAIGN WORKSHOP

Understanding Watergate: Path to Campaign Finance Reform

Thursday, October 17th

NO CLASS

Session 5: October 24th

Money & Politics: Understanding Election Fundraising Laws the FEC

**GUEST: Ellen Weintraub
Chair, Federal Election Commission**

Campaign Focus – 1976: Watergate, An Appointed President & Jimmy Who?

Session 6: Thursday, October 31st

Campaign Focus – 1980: A Divided Democratic Party and the Election of Ronald Reagan

**"WHISTLESTOP" Essay Due Today
Student Review of book in 2nd half of the class**

Session 7: Thursday, November 7th

**GUEST: David Siders
National Political Correspondent,
POLITICO**

From Los Angeles via Skype

**"WHISTLESTOP" Essay Due Today
Student Review of book in 2nd half of the class**

Session 8: Thursday, November 14th

Campaign Focus – 1992: Democratic Lessons from the 70's & 80's: Election of Bill Clinton

Session 9: Thursday, November 21st

QUARTER EXAM

Thursday, May 28th
NO CLASS



Session 10: Thursday, December 5th

ISSUE MEMO DUE TODAY

FINAL CLASS

You can listen to my podcast – THE WEEKLY - on the free C-SPAN Radio App



And follow me on TWITTER @SteveScully



ACADEMIC STANDARDS:

It goes without question, University of California has a high standard of academic excellence, and that includes students being honest in their research work. I have zero tolerance for plagiarism, recycled work and cheating. *Please be advised that copying material that is not your own will result in automatic failure in this class.* The web is a great tool, but it is also an easy tracking device for instructors to check out your material. And as always, cite your sources and use quotes when applicable to avoid even the appearance of impropriety. Please see also the TWC Course Policies at the end of this syllabus.

Disclaimer

Readings, assignments and due dates may be subject to change over the course of the semester. I will advise you of any changes and present them to you in writing.



Statement on Weather Emergencies

Although unlikely in the fall quarter, in the event of a weather emergency, UCDC follows the federal government’s decisions about delays and closures.

#