AN EXAMINATION OF POLITICS AND COMMUNICATION AS A MEDIATED PROCESS

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COURSE DATES:

Syracuse University:
   Monday, May 11, 2015 through Friday, May 15, 2015
   1:00PM - 5:00PM
   129 Sims Hall

Washington D.C.
   Sunday, May 17, 2015 through Friday, May 22, 2015
   See schedule

REQUIRED TEXT:

ADDITIONAL READINGS: are as noted in below. They are all available in pdf format on Blackboard (Bb).

PLEASE NOTE YOU ARE RESPONSIBLE TO COMPLETE READINGS BEFORE CLASS BEGINS ON MONDAY, MAY 11.
COURSE POLICIES

1. **Attendance**: Attendance will be recorded at the beginning of each class session.
   a. In order to be eligible for 100% of your participation grade, you must attend 100% of scheduled classes. Exception:
   b. Excused absences. Excused absences are only those that are confirmed by written documentation from a neutral third party (i.e.: athletic department, health center).
   c. Sleeping, or giving the appearance of sleeping during class will be recorded as an absence.
   d. Failure to arrive before role is taken or leaving before the class session in completed will be recorded as late attendance.

2. **Class Preparation and Participation**: 
   a. Class discussion and participation is dependent on a complete and thorough reading of all assigned texts and articles. You must complete ALL assigned reading before the beginning of class.
   b. You will be graded on participation at the conclusion of each class.

3. **Written Assignments**: 
   a. A written response paper is due by noon on each of the following days
      i. Monday, May 11
      ii. Tuesday, May 12
      iii. Wednesday, May 13
      iv. Thursday, May 14
      v. Saturday, May 16 (written questions for lecturers)
   b. Directions for each paper are available on Bb.
   c. Each response paper is to be completed and uploaded to the appropriate section of blackboard by noon before the session of class for which the assignments due.
   d. Each paper must be uploaded to Bb in Microsoft Word format.
   e. Late assignments will not be accepted.
   f. If you know you will be unable to attend class on the date an assignment is due, you must none-the-less upload the assignment in a timely fashion in order to receive credit for it.

4. **Final Paper: Due Friday, May 29 by 5 PM**

5. **Technology** 
   a. Please silence all cell phones, pagers and mp3 players.
   b. Computers are welcome in class, if they are used for class purposes.

6. **All written work must be free of grammatical and spelling errors.**

7. **ACADEMIC INTEGRITY REMINDER**
   a. We all seek to work in communities where competition is fair, integrity is respected, and cheating is punished.
b. It is expected that all work is original and represents the work of the individual student.
c. Plagiarism, in any form is unacceptable and will be punished to the full extent permitted under departmental and university policy.
   i. Plagiarism is defined as the use of someone else’s language, ideas, information, or original material without acknowledging the source.
      1. Examples of plagiarism:
         a. Assignment is downloaded from an Internet source and/or obtained from a paper mill.
         b. Assignment contains part or all of the writings of another person (including another student), without citation.
         c. Assignment contains passages that were cut and pasted from an Internet source, without citation.
         d. If there is a suspicion that an assignment has been plagiarized, it will be submitted by faculty to Turnitin for examination.
         e. A positive report of plagiarism will result in a grade of 0 (zero) for the assignment or, under particularly egregious circumstances, expulsion from the course with a grade of F.
         f. The Office of Academic Integrity will be notified of any and all violations.

8. Students with Disabilities
   a. Syracuse University is committed to providing services to promote and ensure that no student with a disability is denied the benefits of, excluded from participation in, or otherwise subjected to discrimination under educational programs and activities. Our philosophy is to promote independence, inclusion and to pursue innovation in services for students with disabilities.
   b. Students with disabilities who plan to request accommodations should self-identify to the Office of Disability Services (ODS) and provide documentation of a disability and otherwise follow procedures outlined by that office.
   c. If you have any questions regarding accommodation, please contact the Syracuse University Office of Disability Services:

     804 University Avenue Room 309
     Syracuse, New York 13244-2330

     Phone: Voice: (315) 443-4498
     TDD: (315) 443-1371
     E-Mail: odssched@syr.edu

     ASSESSMENT
Participation - 20%
   Includes in-class discussion
   Includes interaction with each of our lecturers in D.C.
   Includes appropriate behavior and dress for our visits*
   *to be discussed in class

Includes written thank you notes to all of our lecturers

Written Assignments – 50% (10% each paper)

Questions – 10%

Final paper – 20%*
   Graduate Students see me about final paper requirements

COURSE CALENDAR

MONDAY, MAY 11 * readings listed below should be completed before class today

A. DISCUSSION TOPICS:
   a. Introduction
   b. Trip details/requirements
   c. Developing Definitions
   d. Political Power and Power over the Media
   e. Political Communication: Governing v Electing

B. ASSIGNED READING
   a. **Text:** Section I: Political Actors Compete Over the News Media pages 1-44;
   b. **Additional Reading 1** – uploaded to Bb
      i. *Thoughts on Agenda Setting, Framing, and Priming* by David H. Weaver, Journal of Communication 57 (2007) 142–147

C. WRITTEN ASSIGNMENT #1 due by 12:30

D. IN-CLASS CASE STUDY
TUESDAY, MAY 12 * readings listed below should be completed before class today

A. DISCUSSION TOPICS
   a. Framing
   b. Agenda Setting
   c. Agenda Extension
   d. Priming

B. ASSIGNED READING
   a. **Text:** Section III - Media Effects pages 95-122
   b. **Additional Reading 2**
      ii. *Thoughts on Agenda Setting and Priming* by David Weaver. *Journal of Communication.* 57. (2007142-147)

C. WRITTEN ASSIGNMENT #2 due by 12:30

D. IN-CLASS CASE STUDY

WEDNESDAY, MAY 13 * readings listed below should be completed before class today

A. DISCUSSION TOPICS
   a. The Fourth (and Fifth) Branch of Government
   b. Native Advertising

B. ASSIGNED READING
   a. **Text:** Chapter 3 – No Such Thing as Objective News pages 45-71
   b. **Additional Reading 3**
      i. *Rethinking Objectivity* By Brent Cunningham. *Columbia Journalism Review,* July/August 2003. (in pdf format on Bb)
iii. *The emergence of network media logic in political communication: A theoretical approach* by Ulrike Klinger and Jakob Svensson New Media Society published online 19 February 2014

C. WRITTEN ASSIGNMENT #3 due by 12:30

D. IN-CLASS CASE STUDY ** will need computers

**THURSDAY, MAY 15** * readings listed below should be completed before class today

A. DISCUSSION TOPICS
   a. Political Communication: Governing v Electing con’t

B. ASSIGNED READING
   a. **Additional Reading 4**
          By Jonathan Mahler. NYTimes.com, May 3, 2015

C. WRITTEN ASSIGNMENT #4 due by 12:30

D. IN-CLASS CASE STUDY

**FRIDAY, MAY 16** * readings listed below should be completed before class today

A. DISCUSSION TOPICS
   a. 3rd Party Impact
   b. Issue advocacy

B. ASSIGNED READING
   a. **Additional Reading 5**
      i. *A Snapshot of the Campaign Finance Landscape* by Derek Willis, NYTimes.com. April 15, 2015
      ii. *Big Money from Super PACs is Eroding Power of Parties* by Nate Cohn. NYTimes.com, April 16, 2015
      iii. *Dark Money Helped Win the Senate*, by the NYTimes Editorial Board. NYTimes.com, November 8, 2014


C. WRITTEN ASSIGNMENT #5 due by 12:30

D. IN-CLASS CASE STUDY

SATURDAY, MAY 17

WRITTEN ASSIGNMENT #6 – Draft questions for our lecturers due by 12:30

FRIDAY, MAY 29

Final Paper due by 5 PM