

**San José State University
Department of Political Science
Pols 190 Senior Seminar, Section 02**

Spring, 2017

Course and Contact Information

Instructor:	Dr. Mary Currin-Percival
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Office Hours:	Wed 12:00pm-2:00pm and Th 1:30pm-2:30pm (and by appointment)
Class Days/Time:	Tu, Th 10:30am-11:45am
Classroom:	DBH 202
Course Website:	CANVAS course page accessible for registered students at http://sjsu.instructure.com

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on the Canvas learning management system course website. You are responsible for regularly checking with the messaging system through MySJSU to learn of any updates.

By enrolling in this course you consent to all course requirements listed in this syllabus, published on our Canvas site, and announced in class. You accept responsibility for accessing the Canvas course website to download any required handouts, assignments, or readings. You also accept responsibility for checking the course website regularly for any announcements. You also accept responsibility for receiving any messages sent via the MySJSU email system. Make sure that MySJSU has your current email address. Contact me by Thursday of week one if you cannot access the Canvas website, download and read .pdf files, link to other websites, or send or receive email.

Communication

Checking our Canvas page routinely is a course requirement. All course materials will be posted on Canvas. I will also frequently make announcements on Canvas. I will make every effort to promptly return emails between 8am and 6pm M-F. If I do not respond within 48 hours, please send me another email. I will answer emails on the weekends and evenings periodically and more often before exams and around assignment due dates. I am available to meet with you by appointment if you have class or work during my regularly scheduled office hours.

Course Description

In this course, we will analyze the role of campaign advertising in presidential campaigns, focusing

primarily on television and Internet advertising. Candidates and their campaigns spend hundreds of millions of dollars on campaign ads in an attempt to persuade Americans, but how effective are these ads? In 1984, did “Morning in America” with its iconic tractor, American flag, blushing bride, paperboy, and grandma convince voters that we were “prouder, stronger, and better” under Ronald Reagan’s leadership? In 1988, did voters think twice about voting for Michael Dukakis for Commander in Chief after seeing him looking awkward in what sounded like a very poorly-maintained and poorly-driven tank? In 1964, how effective was the combination of an image of a little girl pulling petals off of a daisy and an image of a nuclear bomb detonating? How has social media affected modern presidential campaigns?

We’ll examine the persuasive effects of presidential campaign ads and then also analyze the effect of these ads on political participation. Some social scientists argue that negative campaign ads demobilize the electorate while others argue that these negative ads actually provide vital political information to voters, which in turn, can lead to increased participation. We will explore both of these claims while studying available presidential campaign ads in detail. We will also explore the ways in which campaign ads appeal to emotions and the effectiveness of these appeals.

In your seminar paper, you will analyze a presidential campaign of your choice and develop your own hypothesis using the theories presented in this course as your guide. You will analyze television and/or Internet ads from this campaign and present your findings in a substantial seminar paper and presentation at the end of the semester. In addition, you will participate in an innovative and exciting group assignment—you will be producing negative and positive ads of your own for the 2018 California gubernatorial election.

Political Science Program Learning Outcomes

Upon completion of the Political Science major program, students should be able to demonstrate the following learning outcomes.

PSPLO1: Breadth

Students should possess a broad knowledge of the theory and methods of the various branches of the discipline.

PSPLO2: Application

Students should be able to apply a variety of techniques to identify, understand, and analyze domestic and international political issues and organizations.

PSPLO3: Disciplinary methods

Student should be able to formulate research questions, engage in systematic literature searches using primary and secondary sources, have competence in systematic data gathering using library sources, government documents, and data available through electronic sources, should be able to evaluate research studies, and should be able to critically analyze and interpret influential political texts.

PSPLO4: Communication Skills

Students should master basic competencies in oral and written communication skills and be able to apply these skills in the context of political science. This means communicating effectively about politics and/or public administration, public policy, and law.

PSPLO5: Citizenship

Students should acquire an understanding of the role of the citizen in local, state, national, and global contexts and appreciate the importance of lifelong participation in political processes

Course Learning Outcomes

Upon successful completion of this course, students will be able to

CLO1. Demonstrate knowledge of the major techniques and strategies of television and Internet advertisement campaigns.

CLO2. Demonstrate an understanding of the effect of advertisement tone and content on voters' perceptions of candidates and issues.

CLO3. Critically analyze the persuasive effects of campaign advertisements in modern presidential campaigns.

CLO4. Demonstrate knowledge of the competing theories of the effects of negative campaign ads on voter turnout and their democratic implications.

CLO5. Think critically about the effect of campaign finance laws (and proposed campaign finance reform) on political advertising.

CLO6. Apply campaign advertising research and methods to an original research project analyzing a modern television and/or Internet advertisement campaign.

<i>Mapping POLS190 Course Learning Outcomes to Political Science PLOs</i>	<i>Program Learning Outcomes</i>	<i>Assessment Methods</i>
CLO1: Demonstrate knowledge of the major techniques and strategies of television and Internet advertisement campaigns.	PLO2,4	Midterm Exam, Campaign Advertisement Project, Seminar Paper, Seminar Paper Presentation
CLO2: Demonstrate an understanding of the effect of advertisement tone and content on voters' perceptions of candidates and issues.	PLO1,2,4,5	Midterm Exam, Final Exam, Campaign Advertisement Project, Seminar Paper, Seminar Paper Presentation
CLO3: Critically analyze the persuasive effects of campaign advertisements in modern presidential campaigns.	PLO1,2,4	Midterm Exam, Seminar Paper, Seminar Paper Presentation
CLO4: Demonstrate knowledge of the competing theories of the effects of negative campaign ads on voter turnout and their democratic implications.	PLO1,2,4,5	Midterm Exam, Final Exam, Campaign Advertisement Project, Seminar Paper, Seminar Paper Presentation, Discussion Co-Leader Assignment
CLO5: Think critically about the effect of campaign finance laws (and proposed campaign finance reform) on political advertising.	PLO2,4,5	Midterm Exam
CLO6: Apply campaign advertising research and methods to an original research project analyzing a modern television and/or Internet advertisement campaign.	PLO1,2,3,4	Seminar Paper Proposal, Seminar Paper, Seminar Paper Presentation

Required Texts

West, D. M. (2014). *Air Wars: Television Advertising and Social Media in Election Campaigns, 1952-2012*, 6th ed. Sage.

Mattes, K., & Redlawsk, D. P. (2015). *The Positive Case for Negative Campaigning*. University of Chicago Press.

Fowler, E., Franz, M., & Ridout, T. (2016). *Political Advertising in the United States*. Westview Press.

The texts are available for purchase in the Spartan Bookstore. Additional readings listed in this syllabus are available using the MLK Library electronic journal databases.

Library Liaison

The library liaison for Political Science is available to answer questions and provide one-on-one help using the library for research. His name and contact info is: **Paul Kauppila**, Librarian (Political Science Liaison). He can be reached by telephone (408) 808-2042 or by email Paul.Kauppila@sjsu.edu.

COURSE REQUIREMENTS AND ASSIGNMENTS

Course Workload Expectations: Succeeding in a Four-Unit Course

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. Because this is a four-unit course, you can expect to spend a minimum of nine hours per week, in addition to time spent in class, on scheduled tutorials, assignments, or activities. This additional unit will allow for more in-depth investigation and engagement with course topics. Careful time management will help you keep up with readings and assignments and enable you to be successful in all of your courses. More details about student workload can be found in [University Policy S12-3](#) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

Plagiarism Tutorial (10 points)

You must pass all of the modules of this tutorial with a score of at least 75%. ******IMPORTANT******
The plagiarism tutorial is a requirement for the policy paper. I will not accept your Seminar Paper proposal until you provide evidence that you have completed the tutorial (at least 75% on all modules). You must email your plagiarism tutorial results to me at mary.currinpercival@sjsu.edu. Hard copies will not be accepted. The plagiarism tutorial is due by 5pm on Friday, February 10, 2017. Late tutorials will be accepted (with a late penalty: subtract 2 points per day beginning at 5:01pm on February 10, 2017).

Seminar Discussion Co-Leader (20 points)

Once during the semester you will you will lead (with my help) the seminar discussion. Please look through the syllabus and choose which material most interests you. You will present the day's readings, critically analyzing it and coming to class prepared to ask and answer questions. Some of these readings are methodologically rigorous; you are not responsible for explaining statistics to your colleagues. However, you need to explain the research question, how the researchers studied the political phenomena, what was found, and how it relates to our class. Your presentation on the reading should be about 15 minutes and you should prepare at least five good questions for your colleagues. All of the readings are in the syllabus—you can find them in our books, online, or in one of the library's electronic journal databases. If you have questions about the assignment or your specific reading, please come see me in

office hours (or by appointment) at least one day before your presentation. I may not be available the day before your presentation, so contact me early. **This assignment will assess CLOs 1,2,4 and 5.**

Seminar Paper Proposal (20 points)

A one to one and-a-half page seminar paper proposal is due on Thursday, March 23rd. In your proposal, discuss the presidential campaign you will examine in your seminar paper. What is your hypothesis? How does your work add to the previous research on campaign advertising? List at least ten academic sources you will use in your paper (feel free to use relevant research from our seminar). What citation style guide will you use to format your paper? Format your sources in a References or Bibliography following this citation style. Your paper is due by 5pm (Canvas submissions only). Late papers will be graded; **however, these will be penalized 5 points for each day they are late. The late period begins at 5:01pm on Thursday, March 23rd.** Late paper proposals will NOT be accepted after May 16th (the Seminar Paper due date). **This assignment will assess CLO 6.**

Midterm Exam (100 points)

The midterm exam is worth 100 points and will consist of 25 multiple-choice questions worth 2 points each and an essay worth 50 points. Bring a T&E 200 scantron, a Greenbook, a pen, and #2 pencil. The midterm exam is scheduled for the beginning of class on Tuesday, March 21, 2017. The exam is open book and open-notes. No electronic devices will be allowed (with the exception of electronic textbooks cleared with me in advance). **The exam will assess CLOs 1,2,3,4 and 5.**

Final Exam (100 points)

The final exam is worth 100 points and will consist of 25 multiple-choice questions (worth 2 points each) and an essay worth 50 points. You will need a T & E 200 scantron, a Greenbook, a pen, and pencil for the exam. The final exam is scheduled for Monday, May 22, 2017 from 9:45am to 12:00pm. The exam is open book and open-notes. No electronic devices will be allowed (with the exception of electronic textbooks cleared with me in advance). **The final exam will assess CLOs 2 and 4.**

Seminar Paper (200 points)

You will incorporate the readings and class discussion into an extensive analysis of the television/Internet advertisement strategy of a presidential general election campaign of your choice. Using content analysis, you will apply one or more of the theories learned in this course to test your own hypothesis. Seminar papers in the Political Science Department typically range from 15-20 pages (honors courses papers are longer). Your paper in this seminar will also be expected to fall within this page length. I will elaborate upon the seminar paper later in the semester and provide a detailed prompt by week three in the semester. The seminar paper is worth 200 points and is due on May 16th at 5pm (Canvas submission only). Late papers will be graded; **however, these will be penalized 5 points for each day they are late. The late period begins at 5:01pm on Tuesday, May 16th.** Late papers will NOT be accepted after the last day of class. **The Seminar Paper will assess CLOs 1,2,3,4, and 6.**

Seminar Paper Presentation (50 points)

You will give a brief presentation of your seminar paper to your colleagues in class during one of the last class meetings. You should be prepared to use PowerPoint, Keynote, Prezi, or another presentation software for your presentation. I will post a detailed prompt for the presentation on Canvas after the midterm. Presentation dates will be randomly assigned. You may trade dates with a colleague. There are no make-ups of the presentation expect under the make-up policy. **This assignment will assess CLOs 1,2,3, 4 and 6.**

Campaign Advertisement Project (100 points)

You will have the exciting opportunity to write and produce your own campaign advertisements (one positive and one negative), using the theories and concepts you learn in this course. You will be randomly assigned to one of two campaign teams for the 2018 election for California Governor. I'll go over this project in more detail in class and I'll show ads created by students in previous versions of this course. This has always been a lot of fun for students, but it does require much advance planning and commitment. Consider this your first notice of the assignment and begin planning for the project now. You are able to obtain all necessary equipment for free (as SJSU students) and use editing software to create your ads through departments on campus (details will be provided in a prompt). SJSU provides excellent resources to students for projects such as this. But you must plan your work early as this equipment is in high demand, the labs are very busy, and your schedules will get tighter late in the semester.

Your group will show your ads during a 20-25 minute presentation on Tuesday, April 25th. You will also discuss the techniques you used in your ads and the theories motivating your ad strategies. I will assign teams week one. You will have several opportunities to meet in class during the semester; however, much of your teamwork will occur outside of class. Demonstrating your expertise at working with diverse people on projects with strict deadlines is vital at this stage in your career. It is also an important skill valued by employers. Your grade on this assignment will be based in part on your group presentation, your individual performance on the project, and your group's assessment of your individual performance on the project. **This assignment will assess CLOs 1,2, and 4.**

Grading Information

The prompts will be posted on Canvas. Your seminar paper, seminar paper presentation, and group ad presentation will be based upon the following:

- 1) how well the assignment addresses the points/questions in the prompt
- 2) the quality of arguments and conclusions—are these logical and backed up by research in political science and related disciplines?
- 3) adherence to methodological design—does the work use appropriate political science research methods?
- 4) the quality (and appropriate quantity) of the sources cited as well as the proper use of APA, APSA, or Chicago formatting
- 5) the quality of the writing (or presentation)

All assignments will have specific requirements that must be addressed. Please refer to the prompts on Canvas for further information.

Exam essay grades are generally graded the same way as papers, though I do not expect you to include a References page. I do expect you to refer to authors by name when you refer to their work however.

Determination of Grades

Your grade will be calculated as follows. You may keep track of your grade in the class on the CANVAS course website.

	Points
Seminar Discussion Leader	20
Paper Proposal	20
Plagiarism Tutorial	10
Midterm Exam	100
Campaign Advertisements Project	100
Seminar Paper	200
Seminar Paper Presentation	50
Final Exam	100
Total	600

Your final grade will be calculated by dividing your total points by 600. For example, consider the following: Total points = 518. $518/600 = .863 = 86.3\%$. Using the scale below, this individual would be assigned a B.

Final letter grades for the course will be assigned based on the following scale:

100%-98% = A+	89%-87% = B+	79%-77% = C+	69%-67% = D+
97-93% = A	86%-83% = B	76%-73% = C	66%-63% = D
92%-90% = A-	82%-80% = B-	72%-70% = C-	62%-60% = D-
			59% or less = F

Make-up/Late Policy

There are no make-up exams or other assignments without appropriate documentation (serious medical illness or serious medical emergency, religious holiday, pre-approved university-sanctioned event or activity, military orders, family emergency) that you were unable to complete the assignment on time.

This also applies to in-class assignments. If you are seriously ill, you must notify me as soon as possible by email or on my office phone that you will be unable to complete an assignment on time. Except in cases of documented medical emergency, you **MUST** notify me before the scheduled assignment.

Out of fairness to your colleagues, work, missing an alarm, and generally not feeling well **will not be** accepted excuses for missing assignments. Be sure you schedule all of our assignments right away. If you have a vacation or similar event planned during one of these assignment days, take this course during another session.

Late papers will be graded; however, these will be penalized 5 points for each day they are late. The late period begins at 5:01pm on the due date. Late papers will NOT be accepted after the last day of class.

Classroom Policies and Protocol

Attendance and participation

It is expected that you will attend class regularly although attendance is not recorded. If you miss class, it is your responsibility to obtain class notes from a colleague in class. If you are late, please do not be disruptive. If you know that you need to leave early, let me know before class and sit near the door. Every student is expected to participate in class discussion regularly to keep it lively and interesting.

Smartphones, laptops, and other technology

Please do not use your mobile phone in class. If you need to have it on for family reasons, please turn it on vibrate and leave it out of sight. If you must make an emergency text, feel free to step outside of class. All other texting needs to take place before or after class. Laptops, tablets, and other such technology are not allowed in class except on designated dates. Please see me if you have questions about this policy or questions regarding SJSU academic accommodations related to this policy.

Recording of Lectures

NO AUDIO OR VIDEO RECORDING OF LECTURES OR OTHER CLASS ACTIVITIES ALLOWED WITHOUT INSTRUCTOR PERMISSION IN ADVANCE. It is common courtesy to obtain permission from people before you record them; therefore, out of respect to your colleagues and to me, do not record this class without my explicit permission.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

Political Science Department Writing Policy

Students of political science should develop the ability to write in clear, grammatical English. Spelling and grammar count! Students must take care that appropriate citations are used. Direct quotations must be so indicated with quotation marks. Ideas from others must also be referenced. Failure to cite your sources constitutes academic misconduct, which carries with it serious sanctions. A [tutorial](http://libguides.sjsu.edu/writeandcite) on citations is available at <http://libguides.sjsu.edu/writeandcite>.

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the [Writing Center](http://www.sjsu.edu/writingcenter/) visit <http://www.sjsu.edu/writingcenter/>.

Pols 190, Section 02 / Senior Seminar Spring 2017 Course Schedule

Schedule subject to change with fair notice via announcement in class or on Canvas course website.

Week	Days, Dates	Topics, Readings, Assignments, Deadlines
0	Thursday, Jan 26	Introduction to course <i>Readings:</i> course syllabus

	Thursday, Mar 16	<p>The (De)Mobilization Effects of Negative Campaigns</p> <p>Readings: Krupnikov, Y. (2014). How negativity can increase and decrease voter turnout: The effect of timing. <i>Political Communication</i>, 31(3), 446-466.</p> <p>Discussion led by: _____</p>
8	<p>Tuesday, Mar 21</p> <p>Thursday, Mar 23</p>	<p>Midterm Exam</p> <p>The Positive Case for Negative Campaigning</p> <p>Readings: Mattes and Redlawsk, chapters 1-2</p> <p>Discussion led by: _____</p> <p>Seminar Paper Proposal due (Canvas submissions only) by 5pm today</p>
9	<p>Tuesday, Mar 28</p> <p>Thursday, Mar 30</p>	<p>Spring Break--No class scheduled</p>
10	<p>Tuesday, Apr 4</p> <p>Thursday, Apr 6</p>	<p>The Positive Case for Negative Campaigning</p> <p>Readings: Mattes and Redlawsk, chapters 3-4</p> <p>Discussion led by: _____</p> <p>The Positive Case for Negative Campaigning</p> <p>Readings: Mattes and Redlawsk, chapters 5-6</p> <p>Discussion led by: _____</p>
11	Tuesday, Apr 11	<p>The Risks of Negative Campaigning</p> <p>Readings: Mattes and Redlawsk, chapter 7 West, chapter 8</p> <p>Wang, M., Gabay, I., & Shah, D. V. (2012). The Civic</p>

	Thursday, May 11	Seminar Paper Presentations
16	Tuesday, May 16	Seminar Paper Presentations and prep for final Seminar Paper due (Canvas submissions only) by 5pm today
Final Exam	Monday, May 22, 2017 9:45am-12:00pm	Meet in our regular classroom Bring a T&E 200 scantron, and Greenbook, a pen, and a #2 pencil.