

San José State University
Department of Political Science
Pols 190, Senior Seminar, Section 03
Campaign Advertising
Spring, 2020

Course and Contact Information

Instructor:	Dr. Mary Currin-Percival
Office Location:	Clark Hall 406L
Telephone:	(408) 924-5569
Email:	mary.currinpercival@sjsu.edu (preferred contact)
Office Hours:	Tuesdays and Thursdays 11:30am-1pm
Class Days/Time:	Tuesdays and Thursdays 1:30-2:45pm
Classroom:	Dudley Moorhead Hall 160
Prerequisite	Pols 100W and Pols 100M

Course Format

In-class lecture/discussion format. Plan to attend every class meeting as seminars cover a great deal of material each day.

Faculty Web Page and MYSJSU Messaging

Course materials such as the syllabus, handouts, notes, assignment instructions, etc. can be found on the on Canvas Learning Management System course login website at <http://sjsu.instructure.com>. You are responsible for regularly checking with the messaging system through MySJSU at <http://my.sjsu.edu> 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 the third day of class if you cannot access the Canvas website, download and read .pdf files, link to other websites, or send or receive email.

Course Description

From the SJSU Catalog:

Capstone course that serves as culminating experience for the political science major. Seminar class with significant participation required. Specific course topics vary each semester. Prerequisite: POLS 100W and Pols 100M or instructor consent.

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 Regan’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 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?

We’ll examine the persuasive effects of presidential campaign ads and then also analyze the effect of these ads on political participation. 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 2020 presidential 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 and Disciplinary Methods

Students should be able to formulate research questions, engage in systematic literature searches using primary and secondary sources, evaluate research studies, and critically analyze and interpret influential political texts. Students should be able to apply these techniques to identify, understand, and analyze domestic and international political issues and organizations.

PSPLO3: 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.

PSPLO4: 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:

<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 ad campaigns.	PLO 1, 2	Midterm Exam, Campaign Ad Project, Seminar Paper, Seminar Paper Presentation
CLO2: Demonstrate an understanding of the effect of ad tone and content on voters' perceptions of candidates and issues.	PLO 1, 2, 4	Midterm Exam, Campaign Advertisement Project, Seminar Paper, Seminar Paper Presentation
CLO3: Critically analyze the persuasive effects of campaign ads in modern presidential campaigns.	PLO 1, 2, 3, 4	Midterm Exam, Seminar Paper, Seminar Paper Presentation, Participation
CLO4: Demonstrate knowledge of the competing theories of the effects of negative campaign ads on voter turnout and their democratic implications.	PLO 1, 2, 3, 4	Midterm Exam, Campaign Ad Project, Paper Proposal, Seminar Paper, Paper Presentation, Discussion Leader
CLO5: Think critically about the effect of campaign finance laws (and proposed campaign finance reform) on political advertising.	PLO 2, 4	Participation
CLO6. Apply campaign advertising research and methods to an original research project analyzing a modern television and/or Internet ad campaign.	PLO 1,2,3,4	Seminar Paper Proposal, Seminar Paper, Seminar Paper Presentation

Required Texts/Readings

There are no required texts for this course. There is extensive reading for this course however. Readings are listed in the syllabus under the day you are expected to have read them. Some readings will be posted on Canvas. Be prepared to discuss the day's readings as you may be called upon to answer questions in class. Your participation grade is based in part upon your preparedness for the class discussion. You can find these readings using the SJSU MLK, Jr. Library search or via Google Scholar.

Other technology requirements/equipment/material

The advertisement project (described later in this syllabus) will require use of audio-visual equipment available for (free) student checkout from Media Services located in IRC 112: <http://www.sjsu.edu/at/ats/EquipmentLoaning/index.html> These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

Student computing services also provides free access to software such as iMovie. Computer labs and other resources for student use are available in:

[Associated Students Print & Technology Center](http://as.sjsu.edu/asptc/index.jsp) at <http://as.sjsu.edu/asptc/index.jsp> on the Student Union (East Wing 2nd floor Suite 2600)

[The Spartan Floor](http://library.sjsu.edu/about/spartan-floor) at the King Library at <http://library.sjsu.edu/about/spartan-floor>

[Student Computing Services](http://library.sjsu.edu/student-computing-services/studentcomputing-services-center) at <http://library.sjsu.edu/student-computing-services/studentcomputing-services-center>

[Computers at the Martin Luther King Library](https://www.sjpl.org/wireless) for public at large at <https://www.sjpl.org/wireless>

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

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

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 University policy S17-1 (<http://www.sjsu.edu/senate/docs/S17-1.pdf>)

Delineation of Workload for Four-Unit Course

<i>Course Component</i>	<i>Student Work</i>	<i>Instructor Engagement</i>
Regular 3 units (9 hours/week)	Readings, exam preparation, midterm exam, seminar paper proposal, seminar paper, group ad presentation, seminar paper presentation, in-class participation, in-class ad group meetings, seminar discussion leader	Class contact hours. Prepare in-class activities. In-class instruction on ad techniques. Provide written feedback on midterm, seminar paper proposal, seminar paper, and seminar paper presentation. Meetings with students about seminar papers. Read drafts of papers by request.
Activity 1 unit (3 hours/week)	Out-of-class activities related to ad project: meetings with ad group team. Online preparation for ad presentation. Online and in-class preparation of ad (e.g., script writing, planning, requisition of equipment). Filming and editing of ad. Posting ad on YouTube.	On-line instruction on ad techniques. Provide online feedback about ad group progress. Provide written feedback on campaign ads. Provide written feedback on campaign ad presentations.

Course Assignments

Plagiarism Tutorial (5 points)

02/04 8pm

You must pass all of the modules of this tutorial with a score of at least 75%. If you complete the quiz on time and earn at least 75%, you will receive 5 points for the plagiarism quiz. Please note the following:

- The plagiarism tutorial is a requirement for the seminar paper proposal and for the seminar paper. I will not accept either of these papers until you submit your tutorial quiz results (with at least 75% score) to me.
- You must **email** your plagiarism tutorial quiz results to me mary.currinpercival@sjsu.edu. **Please note:** The library will not send your results to me. You must forward to me the results the library sends to you. Do not send a screenshot of your quiz results. Forwarding to me the email ensures we both have a copy that includes your information.
- **The date I receive your email with the forwarded results is the date of submission**, regardless of the date you actually completed the quiz. The plagiarism quiz results are due 02/04 by **8pm**. Late quizzes will be penalized one point per day, beginning at 8:01pm on 02/04.
- The tutorial can be found here: <https://libguides.sjsu.edu/plagiarism>

Midterm Exam (75 points)

03/12 8:00pm

The 48-hour take-home midterm exam will cover the material learned in the first half of the course and will consist of one or two essays. Make-ups will only be allowed in accordance with the make-up policy described later in this syllabus. The midterm will be posted March 10th and is due at 8pm on March 12th. Late exams will be accepted with a one letter grade per day late penalty, beginning 3/12 at 8:01pm.

Seminar Discussion Leader (10 points)

various dates

Once during the semester, 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, 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 20-25 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 on our Canvas site, 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 two days before your presentation.

Seminar Paper Proposal (25 points)

03/19 2:45pm

A one to one and-a-half page seminar paper proposal is due on 03/19 at the end of class. 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 twelve academic peer-reviewed sources you will use in your paper (feel free to use

relevant research from our seminar). These sources must be included in your final paper. What citation style guide will you use to format your paper? Format your sources in a References following this citation style. Late paper proposals will be graded; however, these will be penalized 5 points for each day they are late. The late period begins at 2:46pm on 03/19 . Late paper proposals will NOT be accepted after 04/09.

Participation (10 points)

You are expected to participate in class discussion every day. You may be randomly called upon to answer questions about the day’s readings. If you are not there to answer the questions or you are unable to answer the questions in a way that indicates you did the reading, you will lose points on your participation grade. You may also earn participation points by volunteering answers to my questions or to questions by the seminar discussion leader. On days where we discuss class readings, you may earn up to 1 point per day for participation (max 10 points). You will not earn participation points on a day where you are a discussion leader. Earning these points is straightforward: come to class prepared and offer meaningful contribution to the discussion. Simply agreeing with others without offering comments will not earn points. Your voice is valued in this seminar; it will be a better learning experience when there is a diversity of opinion expressed in the class.

Campaign Advertisement Project (75 points)

Presentations on: 04/14 and 04/16

You will have the exciting opportunity to write and produce your own campaign ads (one positive and one negative), using the theories and concepts you learn in this course. You will be assigned to one of two campaign teams for the 2020 presidential election. 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 (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 the ads during 30-45-minute presentations where you will also discuss the techniques you used in your ads, the theories motivating your ad strategies, and other relevant details of the ad. You will have multiple opportunities to meet in class during the semester; however, much of your teamwork will occur outside of class. Demonstrating your ability to work a diverse group of people on projects with strict deadlines is vital at this stage in your career. It is also an important skill valued by employers. There are multiple components to this project and multiple due dates. This will all be discussed in detail in the ad project prompt. Your grade on this project is based on the following:

- The content and quality of the ads (the only “group grade”) 25 points
- Presentation organization, content and appearance of in-class ad presentation (group and individual grade) 15 points
- Responses to my questions on your presentation date (individual grade) 5 points
- Participation in in-class group ad meetings (individual grade) 10 points

- Participation in online group activities (script writing, filming, requisition of equipment, planning, etc.) (individual grade) 10 points
- Your teammates' peer-reviews of your contribution to the group project (individual grade) 10 points

Total **75 points**

Seminar Paper Presentation (50 points) various dates 1:30pm-2:45pm

You will give a 15-minute presentation of your seminar paper to your colleagues in class during one of the last class meetings. Dates will be randomly assigned, though university-excused events will be considered when the schedule is made. You may trade dates with a colleague. There are no make-ups of the presentation except under the make-up policy. You should be prepared to use PowerPoint, Keynote, Prezi, or another presentation software for your presentation. You will be graded on the quality of your presentation and the quality of your peer-reviews of your colleagues' presentations. A detailed prompt for this assignment will be posted on Canvas. We will also review requirements in class. Your grade will be calculated based on the following:

- Presentation organization, content and appearance 20 points
- Responses to my questions on your presentation date 15 points
- Your colleagues' peer-reviews of your presentation 5 points
- Your peer-reviews of your colleagues' presentations 10 points

Total **50 points**

Final Evaluation (Seminar Paper) (100 points) 2:30pm on 5/19/20

There is no in-class final exam in this course. The final evaluation is the senior seminar paper. The seminar paper is due in person (hard copies only) by 2:30pm on May 19th. This is the end of the final exam period scheduled for this class. Submit your paper in person to me in Clark Hall 406L. I will be in my office during our scheduled final exam period 12:15pm-2:30pm. You must sign the seminar paper submission sheet when you submit your paper. You must submit it to me personally in order for it to be considered submitted. Late seminar papers will only be accepted in accordance with the make-up policy. If your seminar paper is late and your reason for submitting it late does not fall under the make-up policy, you will receive a "0" on the seminar paper. See the make-up/late policy for further information.

In the seminar paper, 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). I will elaborate upon the seminar paper later in the semester and provide a detailed prompt.

Grading Information

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
Plagiarism Tutorial	5
Midterm Exam	75
Senior Seminar Paper Proposal	25
Participation	10
Seminar Discussion Leader	10
Campaign Advertising Project	75
Seminar Paper Presentation	50
Seminar Paper	100
Total	350

Your final grade will be calculated by dividing your total points by 350. For example, consider the following: Total points = 310. $310/350 = .885 = 88.5\%$. 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:

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

Extra credit

There will be occasional extra credit opportunities offered in class, usually consisting of group research and short write-ups on topics of the day, or the opportunity to attend political events and do a short response paper (or alternative if you cannot attend the event). In-class extra credit opportunities **will not be announced in advance**. Make-up extra credit opportunities will only be offered in accordance with the make-up policy below.

Make-up/Late Policy

There are no make-up exams, presentations, in-class activities, or extra credit without appropriate documentation (e.g., 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 or participate in class. Please note the dates of the in-class required group meetings and other assignments and let me know if you have a university-sanctioned event (with documentation) by the end of the second week of class.

If you are seriously ill, you must notify me as soon as possible by email or on my office voicemail 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 or attending a class activity. Be certain you schedule all of our assignments right away. If you have a vacation or social obligation, considering taking this course during another session, as these types of events do not fall under the make-up policy. **Do not schedule job interviews or other events on assignment days**. Late proposals will be graded; however, these will be penalized one letter grade for 24-hour period they are late. Late senior seminar papers will not be accepted as this is the final exam for this course.

Grading Information

The prompts for the proposal and the paper will be posted on Canvas. Your grade 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) the quality (and appropriate quantity) of the sources cited as well as the proper use of APA or APSA formatting
- 4) the quality of the writing

There will be specific questions in the prompt that must be addressed. Failure to adequately address these questions will result in a loss of points. There is a specific source requirement to ensure that your work is grounded in political science research. If your work does not meet the source requirements, you will not receive a passing grade on the assignment. I am happy to meet with you to assist in this area. Please also contact our research librarian. Failure to consistently and correctly adhere to either APSA or APA citation format will result in up a letter grade penalty. Failure to cite sources will result in a failing grade (please see the university's policy on plagiarism). Feel free to see me in office hours or make an appointment with me to go over

questions about your paper to review a rough draft. I cannot read paper drafts by email. I encourage you to get started early on your paper.

Classroom Protocol

Cell phones, laptops, and other electronic devices

Because it is so easy to get distracted by email, Twitter, news, funny cat videos, and assignments for other classes, laptops and other electronic devices need to be put away during this class. You are welcome to keep your cell phone on vibrate for emergency messages, but do not keep it on your desk. If you need to use your phone for emergency reasons, please leave the classroom. Students who violate the classroom electronics policy more than once will be asked to leave.

Consent for Recording of Class and Public Sharing of Instructor Material

[University Policy S12-7](#), requires students to obtain instructor's permission to record the course and the following items to be included in the syllabus:

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. **You must obtain the instructor's permission to make audio or video recordings in this class.** Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
- It is suggested that the greensheet include the instructor's process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
- In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. **You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.**”

You **may not** make audio or video recordings in this class without my written permission. You must also obtain the explicit permission of every student in the class in order to record lectures, except in the case of academic accommodations. Do not distribute any assignments, quizzes, exams, prompts, or materials provided to you on Canvas or in class from this course without my explicit permission. Violation of these policies will be reported to the Office of Student Conduct and Ethical Development. Notetaking services can be obtained for students with disabilities. Please see me in the first week of the course so we can set this up as soon as possible.

Attendance

“Students are expected to attend all meetings for the courses in which they are enrolled as they are responsible for material discussed therein, and active participation is frequently essential to ensure maximum benefit to all class members. In some cases, attendance is fundamental to course objectives; for example, students may be required to interact with others in the class. Attendance is the responsibility of the student. Participation may be used as a criterion for grading when the parameters and their evaluation are clearly defined in the course syllabus and the percentage of the overall grade is stated.” <http://www.sjsu.edu/senate/docs/F15-12.pdf>

If you miss class, please notify me as soon as possible. It is your responsibility to find out what you missed. Please come to class on time. 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.

University Policies (Required)

Per [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is 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 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 visit <http://www.sjsu.edu/writingcenter/>

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy F15-7](#) requires you to be honest in all your academic course work. **Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development.** Visit the [Student Conduct and Ethical Development](#) website for more information.

Political Science 190, Section 03, Spring, 2020 Course Schedule

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

Class Meeting	Date	Topics, Readings, Assignments, Deadlines (If appropriate, add any extra column(s) to meet your needs.)
1	Thursday, 01/23	Introduction to course Review course Canvas website Read: Course Syllabus Assignment: online plagiarism tutorial and quiz at: https://libguides.sjsu.edu/plagiarism

Class Meeting	Date	Topics, Readings, Assignments, Deadlines <i>(If appropriate, add any extra column(s) to meet your needs.)</i>
2	Tuesday, 01/28	Overview of Political Advertising Read: West, Darrell M. 2017. <i>Television Advertising and Social Media in Election Campaigns</i> , 1952-2016. chapter 1. (On Canvas)
2	Thursday, 01/30	Political Ads Techniques Read: West, Darrell. chapter 2 (on Canvas) Discussion led by: _____
3	Tuesday, 02/04	Ad Project Overview Assignment: Ad Project Group Meetings today Assignment: Plagiarism quiz results due (forward your results from the MLK Library to me at mary.currinpercival@sjsu.edu) no later than 8pm tonight. Late period begins 8:01pm.
3	Thursday, 02/06	The (De)Mobilization Effects of Negative Campaigns Read: Ansolabehere, Stephen, Iyengar, Shanto, Simon, Adam, & Valentino, Nicholas. (1994). Does attack advertising demobilize the electorate? <i>American Political Science Review</i> 88(4):829-838 Discussion led by: _____ Assignment: Ad Project Group Meetings today
4	Tuesday, 02/11	The (De)Mobilization Effects of Negative Campaigns Read: Finkel, Steven E., & Geer, John G. (1998). A spot check: Casting doubt on the demobilizing effect of attack advertising. <i>American Journal of Political Science</i> , 573-595. Malloy, Liam C., & Pearson-Merkowitz, Shanna. (2016). Going positive: The effects of negative and positive advertising on candidate success and voter turnout. <i>Research & Politics</i> , 3(1) Discussion led by: _____ and _____

Class Meeting	Date	Topics, Readings, Assignments, Deadlines (If appropriate, add any extra column(s) to meet your needs.)
4	Thursday, 02/13	<p>The (De)Mobilization Effects of Negative Campaigns</p> <p>Read: Jordan Brooks, Deborah. 2006. The resilient voter: Moving toward closure in the debate over negative campaigning and turnout. <i>Journal of Politics</i> 68(3): 684–696.</p> <p>Sides, John. May 8, 2013. “How Much Did the 2012 Air War and Ground Game Matter?” http://themonkeycage.org/2013/05/how-much-did-the-2012-air-war-and-ground-game-matter/</p> <p>Discussion led by: _____ and _____</p>
5	Tuesday, 02/18	<p>The (De)Mobilization Effects of Negative Campaigns</p> <p>Read: Martin, Paul S. 2004. Inside the black box of negative campaign effects: Three reasons why negative campaigns mobilize. <i>Political Psychology</i> 25 (4): 545–562.</p> <p>Krupnikov, Yanna (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: _____ and _____</p> <p>Assignment: Ad Project Group Meetings today</p>
5	Thursday, 02/20	<p>Information and Persuasion</p> <p>Read: Weber, Christopher, Johanna Dunaway, & Tyler Johnson. (2012). It’s all in the name: Source cue ambiguity and the persuasive appeal of campaign ads. <i>Political Behavior</i>, 34(3), 561-584.</p> <p>Discussion led by: _____</p> <p>Assignment: Ad Project Group Meetings today</p>
6	Tuesday, 02/25	<p>Information and Persuasion</p> <p>Read: Huber, Gregory A., & Kevin Arceneaux. (2007). Identifying the persuasive effects of presidential advertising. <i>American Journal of Political Science</i>, 51(4), 957-977</p> <p>Discussion led by _____</p>

Class Meeting	Date	Topics, Readings, Assignments, Deadlines <i>(If appropriate, add any extra column(s) to meet your needs.)</i>
6	Thursday, 02/27	Information and Persuasion: Priming Effects Read: Nicholas A. Valentino; Vincent L. Hutchings; Ismail K. White. 2002. Cues that matter: How political ads prime racial attitudes during campaigns. <i>The American Political Science Review</i> 96(1): 75-90. Discussion led by: _____ Assignment: Ad Project Group Meetings today
7	Tuesday, 03/03	Information and Persuasion Read: Gerber, Alan S., James G. Gimpel, Donald P. Green, & Daron Shaw. (2011). How large and long-lasting are the persuasive effects of televised campaign ads? Results from a randomized field experiment. <i>American Political Science Review</i> , 105(01), 135-150. Bartels, Larry M. (2014). Remembering to forget: A note on the duration of campaign advertising effects. <i>Political Communication</i> , 31(4), 532-544. Discussion led by: _____ and _____
7	Thursday, 03/05	In-class research and writing workshop
8	Tuesday, 03/10	Emotional Appeals in Campaign Ads Read: Brader, Ted. 2005. Striking a responsive chord: How political ads motivate and persuade voters by appealing to emotions. <i>American Journal of Political Science</i> 49(2): 388–405 Brader, Ted. 2011. The political relevance of emotions: ‘Reassessing’ revisited. <i>Political Psychology</i> 32(2): 337–346. Discussion led by: _____ and _____
8	Thursday, 03/12	Emotional Appeals in Campaign Ads Read: Ridout, Travis N. and Kathleen Searles. 2011. It's my campaign I'll cry if I want to: How and when campaigns use emotional appeals. <i>Political Psychology</i> 32(3): 439-458. Discussion led by: _____ Assignment: Midterm Exam due on Canvas 8pm today.

Class Meeting	Date	Topics, Readings, Assignments, Deadlines <i>(If appropriate, add any extra column(s) to meet your needs.)</i>
9	Tuesday, 03/17	Seminar Paper check-in meetings Assignment: bring a draft of your paper proposal today
9	Thursday, 03/19	Seminar Paper check-in meetings Assignment: bring a draft of your paper proposal today
10	Tuesday, 03/24	The Risks of Negative Campaigning Read: Wang, Ming, Itay Gabay, & Dhavan V. Shah. (2012). The civic consequences of ‘Going Negative’: Attack ads and adolescents’ knowledge, consumption, and participation. <i>The ANNALS of the American Academy of Political and Social Science</i> , 644(1), 256-271. Discussion led by: _____ Assignment: Seminar Paper Proposal Due at the end of class today Assignment: Ad Project Group Meetings today
10	Thursday, 03/26	News Media Coverage of Campaign Ads Read: Meirick, Patrick C., Gwendelyn S. Nisbett, Lindsey A. Harvell-Bowman, Kylie J. Harrison, Matthew D. Jefferson, Tae-Sik Kim, and Michael W. Pfau. 2018. To tell the truth: Ad watch coverage, ad tone, and the accuracy of political advertising. <i>Political Communication</i> 35(3): 450-469. Discussion led by: _____
11	Tuesday, 03/31	Spring Break—no class meeting
11	Thursday, 04/02	Spring Break—no class meeting
12	Tuesday, 04/07	Group Ad final in-class meetings
12	Thursday, 04/09	Campaign Finance Laws and Advertising Read: United States Federal Election Commission. “Contribution Limits.” https://www.fec.gov/help-candidates-and-committees/candidate-taking-receipts/contribution-limits/

Class Meeting	Date	Topics, Readings, Assignments, Deadlines (If appropriate, add any extra column(s) to meet your needs.)
		<p>OpenSecrets.org. Center for Responsive Politics. “2020 Campaign Contribution Limits.” https://www.opensecrets.org/overview/limits.php</p> <p>Ballotpedia. “Federal campaign finance laws and regulations.” https://ballotpedia.org/Federal_campaign_finance_laws_and_regulations</p> <p>Discussion led by: _____</p> <p>and _____</p>
13	Tuesday, 04/14	<p>Group Ad Presentations</p> <p>Assignment: present your ad today or be prepared to conduct a peer-review of the presentations scheduled for today.</p>
13	Thursday, 04/16	<p>Group Ad Presentations</p> <p>Assignment: present your ad today or be prepared to conduct a peer-review of the presentations scheduled for today.</p>
14	Tuesday, 04/21	<p>Buying Air Time</p> <p>Read: West, chapter 3 (on Canvas)</p> <p>Dowling, Conor M., & Amber Wichowsky. (2013). Does it matter who’s behind the curtain? Anonymity in political advertising and the effects of campaign finance disclosure. <i>American Politics Research</i>, 41(6), 965-996</p> <p>Ridout, Travis N., Michael M. Franz and Erika Franklin Fowler. 2015. Sponsorship, disclosure and donors: Limiting the impact of outside group ads. <i>Political Research Quarterly</i> 68(1): 154-66.</p> <p>Discussion led by: _____</p> <p>and _____</p>
14	Thursday, 04/23	<p>Seminar Paper Presentations</p> <p>Assignment: present your seminar paper today or be prepared to conduct a peer-review of the presentations scheduled for today.</p>
15	Tuesday, 04/28	<p>Seminar Paper Presentations</p> <p>Assignment: present your seminar paper today or be prepared to conduct a peer-review of the presentations scheduled for today.</p>

Class Meeting	Date	Topics, Readings, Assignments, Deadlines <i>(If appropriate, add any extra column(s) to meet your needs.)</i>
15	Thursday, 04/30	Seminar Paper Presentations Assignment: present your seminar paper today or be prepared to conduct a peer-review of the presentations scheduled for today.
16	Tuesday, 05/05	Seminar Paper Presentations Assignment: present your seminar paper today or be prepared to conduct a peer-review of the presentations scheduled for today.
16	Thursday, 05/07	Seminar Paper Presentations Assignment: present your seminar paper today or be prepared to conduct a peer-review of the presentations scheduled for today.
Final Exam	Seminar paper is due by 2:30pm on 5/19/20	The seminar paper is due no later than 2:30pm on 5/19/20. Submit your paper in person to me in Clark Hall 406L. I will be in my office from 12:15pm-2:30pm (our final exam period). You must sign the seminar paper submission sheet when you submit your paper. Do not place your paper under my office door or in my mailbox. Do not submit it to one of my colleagues or to a member of the Pols Department staff. You must submit it to me personally in order for it to be considered submitted. No late seminar papers will be accepted (except in accordance with the make-up policy). This is the final evaluation in this class.