

Cover Sheet: Request 14520

PUR 4XXX Political Communication

Info

| | |
|------------------------|--|
| Process | Course New Ugrad/Pro |
| Status | Pending at PV - University Curriculum Committee (UCC) |
| Submitter | Marcia DiStaso mdistaso@ufl.edu |
| Created | 12/6/2019 10:48:42 PM |
| Updated | 2/11/2020 4:11:01 PM |
| Description of request | The Public Relations Department would like to create the political communication course. This course is one of three required courses in the newly proposed Political Communication Certificate. Note the approval from the Chair and Associate Dean in Political Science. |

Actions

| Step | Status | Group | User | Comment | Updated |
|--|----------|--|-----------------|--|-----------|
| Department | Approved | JOU - Public Relations 012306001 | Michael Weigold | | 12/9/2019 |
| No document changes | | | | | |
| College | Approved | JOU - College of Journalism and Communications | Michael Weigold | | 12/9/2019 |
| No document changes | | | | | |
| University Curriculum Committee | Recycled | PV - University Curriculum Committee (UCC) | Casey Griffith | Please obtain an external consult with Political Science. | 1/23/2020 |
| No document changes | | | | | |
| College | Approved | JOU - College of Journalism and Communications | James Babanikos | | 1/24/2020 |
| No document changes | | | | | |
| University Curriculum Committee | Recycled | PV - University Curriculum Committee (UCC) | Casey Griffith | There is still not an external consult as requested by UCC in January meeting. | 1/28/2020 |
| No document changes | | | | | |
| College | Approved | JOU - College of Journalism and Communications | James Babanikos | | 2/11/2020 |
| PUR 4XXX draft syllabus.pdf | | | | | 2/11/2020 |
| Chair and Associate Dean Approval for Political Comm.pdf | | | | | 2/11/2020 |
| University Curriculum Committee | Pending | PV - University Curriculum Committee (UCC) | | | 2/11/2020 |
| No document changes | | | | | |
| Statewide Course Numbering System | | | | | |
| No document changes | | | | | |
| Office of the Registrar | | | | | |
| No document changes | | | | | |

| Step | Status | Group | User | Comment | Updated |
|---------------------------------|--------|-------|------|---------|---------|
| Student Academic Support System | | | | | |
| No document changes | | | | | |
| Catalog | | | | | |
| No document changes | | | | | |
| College Notified | | | | | |
| No document changes | | | | | |

Course|New for request 14520

Info

Request: PUR 4XXX Political Communication

Description of request: The Public Relations Department would like to create the political communication course. This course is one of three required courses in the newly proposed Political Communication Certificate. Note the approval from the Chair and Associate Dean in Political Science.

Submitter: Marcia DiStaso mdistaso@ufl.edu

Created: 12/6/2019 10:19:19 PM

Form version: 1

Responses

Recommended Prefix

Enter the three letter code indicating placement of course within the discipline (e.g., POS, ATR, ENC). Note that for new course proposals, the State Common Numbering System (SCNS) may assign a different prefix.

Response:

PUR

Course Level

Select the one digit code preceding the course number that indicates the course level at which the course is taught (e.g., 1=freshman, 2=sophomore, etc.).

Response:

4

Course Number

Enter the three digit code indicating the specific content of the course based on the SCNS taxonomy and course equivalency profiles. For new course requests, this may be XXX until SCNS assigns an appropriate number.

Response:

XXX

Category of Instruction

Indicate whether the course is introductory, intermediate or advanced. Introductory courses are those that require no prerequisites and are general in nature. Intermediate courses require some prior preparation in a related area. Advanced courses require specific competencies or knowledge relevant to the topic prior to enrollment.

Response:

Advanced

- 1000 level = Introductory undergraduate
- 2000 level = Introductory undergraduate
- 3000 level = Intermediate undergraduate
- 4000 level = Advanced undergraduate
- 5000 level = Introductory graduate
- 6000 level = Intermediate graduate
- 7000 level = Advanced graduate
- 4000/5000= Joint undergraduate/graduate
- 4000/6000= Joint undergraduate/graduate

**Joint undergraduate/graduate courses must be approved by the UCC and the Graduate Council)*

Lab Code

Enter the lab code to indicate whether the course is lecture only (None), lab only (L), or a combined lecture and lab (C).

Response:
None

Course Title

Enter the title of the course as it should appear in the Academic Catalog.

Response:
Political Communication

Transcript Title

Enter the title that will appear in the transcript and the schedule of courses. Note that this must be limited to 21 characters (including spaces and punctuation).

Response:
Political Communicati

Degree Type

Select the type of degree program for which this course is intended.

Response:
Baccalaureate

Delivery Method(s)

Indicate all platforms through which the course is currently planned to be delivered.

Response:
On-Campus

Co-Listing

Will this course be jointly taught to undergraduate, graduate, and/or professional students?

Response:
No

Effective Term

Select the requested term that the course will first be offered. Selecting "Earliest" will allow the course to be active in the earliest term after SCNS approval. If a specific term and year are selected, this should reflect the department's best projection. Courses cannot be implemented retroactively, and therefore the actual effective term cannot be prior to SCNS approval, which must be obtained prior to the first day of classes for the effective term. SCNS approval typically requires 2 to 6 weeks after approval of the course at UF.

Response:
Earliest Available

Effective Year

Select the requested year that the course will first be offered. See preceding item for further information.

Response:
Earliest Available

Rotating Topic?

Select "Yes" if the course can have rotating (varying) topics. These course titles can vary by topic in the Schedule of Courses.

Response:
No

Repeatable Credit?

Select "Yes" if the course may be repeated for credit. If the course will also have rotating topics, be sure to indicate this in the question above.

Response:
No

Amount of Credit

Select the number of credits awarded to the student upon successful completion, or select "Variable" if the course will be offered with variable credit and then indicate the minimum and maximum credits per section. Note that credit hours are regulated by Rule 6A-10.033, FAC. If you select "Variable" for the amount of credit, additional fields will appear in which to indicate the minimum and maximum number of total credits.

Response:
3

S/U Only?

Select "Yes" if all students should be graded as S/U in the course. Note that each course must be entered into the UF curriculum inventory as either letter-graded or S/U. A course may not have both options. However, letter-graded courses allow students to take the course S/U with instructor permission.

Response:
No

Contact Type

Select the best option to describe course contact type. This selection determines whether base hours or headcount hours will be used to determine the total contact hours per credit hour. Note that the headcount hour options are for courses that involve contact between the student and the professor on an individual basis.

Response:

Regularly Scheduled

- Regularly Scheduled [base hr]
- Thesis/Dissertation Supervision [1.0 headcount hr]
- Directed Individual Studies [0.5 headcount hr]
- Supervision of Student Interns [0.8 headcount hr]
- Supervision of Teaching/Research [0.5 headcount hr]
- Supervision of Cooperative Education [0.8 headcount hr]

Contact the Office of Institutional Planning and Research (352-392-0456) with questions regarding contact type.

Weekly Contact Hours

Indicate the number of hours instructors will have contact with students each week on average throughout the duration of the course.

Response:

3

Course Description

Provide a brief narrative description of the course content. This description will be published in the Academic Catalog and is limited to 50 words or fewer. See course description guidelines.

Response:

The political landscape is constantly evolving and the function communication plays in these shifts is essential. This class is designed to serve as an introduction to the role played by all forms of communication in contemporary American political communication.

Prerequisites

Indicate all requirements that must be satisfied prior to enrollment in the course. Prerequisites will be automatically checked for each student attempting to register for the course. The prerequisite will be published in the Academic Catalog and must be formulated so that it can be enforced in the registration system. Please note that upper division courses (i.e., intermediate or advanced level of instruction) must have proper prerequisites to target the appropriate audience for the course.

Courses level 3000 and above must have a prerequisite.

Response:

PUR 3000 (C)

Completing Prerequisites on UCC forms:

- Use "&" and "or" to conjoin multiple requirements; do not use commas, semicolons, etc.
- Use parentheses to specify groupings in multiple requirements.
- Specifying a course prerequisite (without specifying a grade) assumes the required passing grade is D-. In order to specify a different grade, include the grade in parentheses immediately after the course number. For example, "MAC 2311(B)" indicates that students are required to obtain a grade of B in Calculus I. MAC2311 by itself would only require a grade of D-.
- Specify all majors or minors included (if all majors in a college are acceptable the college code is sufficient).
- "Permission of department" is always an option so it should not be included in any prerequisite or co-requisite.

Example: A grade of C in HSC 3502, passing grades in HSC 3057 or HSC 4558, and major/minor in PHHP should be written as follows:

HSC 3502(C) & (HSC 3057 or HSC 4558) & (HP college or (HS or CMS or DSC or HP or RS minor)

Co-requisites

Indicate all requirements that must be taken concurrently with the course. Co-requisites are not checked by the registration system. If there are none please enter N/A.

Response:
N/A

Rationale and Placement in Curriculum

Explain the rationale for offering the course and its place in the curriculum.

Response:
This course is in high demand from our students and taught by many of our peer universities. It was also recommended by our Advisory Council and is an area of expertise on our faculty.

Course Objectives

Describe the core knowledge and skills that student should derive from the course. The objectives should be both observable and measurable.

Response:
By the end of the course students will be able to:

- Explain how politicians, advocacy groups, and citizens use strategic or persuasive communication to achieve their goals
- Develop persuasive, evidence-based arguments about the role of various communication channels, appropriate messaging strategies for each, and their implications for public discourse and engagement
- Apply theories and concepts from research in communication, media studies, and political public relations in order to develop a political strategy or media product
- Deliver a prepared group presentation in a natural, confident, and conversational manner

Course Textbook(s) and/or Other Assigned Reading

Enter the title, author(s) and publication date of textbooks and/or readings that will be assigned. Please provide specific examples to evaluate the course.

Response:
There are no required textbooks for this course. All materials (readings, videos, blog posts, etc.) will be made available to you via Canvas, organized by week.

Weekly Schedule of Topics

Provide a projected weekly schedule of topics. This should have sufficient detail to evaluate how the course would meet current curricular needs and the extent to which it overlaps with existing courses at UF.

Response:

| | |
|---------|--|
| Week 1 | Course Intro & Why Political Communication Matters |
| Week 2 | Persuasion Theories |
| Week 3 | Using Framing and Agenda Setting |
| Week 4 | Targeted Messaging |
| Week 5 | Crafting Messages and Going Negative |
| Week 6 | Debates and Image Cultivation |
| Week 7 | Exam 1 |
| Week 8 | Importance of Public Opinion |
| Week 9 | Assessing Your Audience |
| Week 10 | Interpersonal Diffusion |
| Week 11 | Effective Use of Social Media |

Week 12 Entertainment Media and Politics
 Week 13 Government Relations and Lobbying
 Week 14 Exam 2
 Week 15 Presentations
 Week 16 Final Exam

Grading Scheme

List the types of assessments, assignments and other activities that will be used to determine the course grade, and the percentage contribution from each. This list should have sufficient detail to evaluate the course rigor and grade integrity. Include details about the grading rubric and percentage breakdowns for determining grades. If participation and/or attendance are part of the students grade, please provide a rubric or details regarding how those items will be assessed.

| | |
|----------------------------|----------------|
| Response: | |
| Point Distribution | |
| Exams | 400 pts |
| Framing Assignment | 100 pts |
| Strategy Assignment | 100 pts |
| Group Presentation | 50 pts |
| In-class/online activities | 50 pts |
| TOTAL | 700 pts |

Exams

Two unit exams will be given, in addition to the OPTIONAL final, which if taken would replace your lowest unit exam grade. All exams will be worth 200 points. You must be on time for exams. As soon as one person has completed their exam, no more exams will be handed out. Only students enrolled in the course may be present during exam days. If your friend wants to come to class on a regular day, fine; your friend wants to come to class on an exam day, not fine. No make-up exams are given regardless of the reason. If you do well on the two unit exams, and are satisfied with your grade, you can skip the final exam without consequence. If you miss an exam, or do poorly on an exam, you can take the final to replace the earlier exam grade that you may not be pleased with. The exams will cover the material in the readings and lectures – that includes everything posted online to Canvas. The unit exams will not be intentionally cumulative, but some content will utilize concepts from previous weeks. I will try to point these instances out when covering the material in lecture. The final exam will be cumulative, covering the whole semester and must be taken during the scheduled final exam period. The tests will be multiple choice/true-false/matching/short essay.

Written Assignments

You will have two written assignments that are designed to a) give you increased exposure to important issues regarding political communication, b) allow you to think about key issues covered in class, and c) help you apply those key issues to the real world. Brief details are below:

Framing Assignment: You will examine a specific political issue or current political event to examine for media framing. You cannot pick “the election”. If you want to analyze something related to the election, you need to choose a specific event in the election that has occurred or a specific political issue in the context of the election. Otherwise, you should pick a political issue that has recently been in the news (i.e., it doesn’t have to be in the context of the election). You will examine how the issue has been framed in at least 3 different media outlets and discuss why the various framing strategies were used.

Strategy Assignment: For this assignment, you will either (a) write a 1,500-word essay, in which you develop a strategic plan describing how a political candidate, elected official, political organization, or advocacy group can use course concepts to achieve its goals, or (b) create an original YouTube-style video that uses techniques to directly persuade and/or engage audiences on behalf of a political actor, organization, or cause. For both options, your strategy should be

informed by class concepts, and you must choose an actual individual/group/cause and propose a strategy that is realistic and appropriate given its existing objectives and challenges.

Course Presentation

Working in a group of 4 students, you will develop a 15 minute in-class presentation (using PowerPoint, Prezi, etc.) that critically analyzes a political "text." You will describe the strategic messaging being used and take a position as to why it may or may not be effective. This text can be a television program, an individual episode or set of episodes from a television program, a film, an online video or video campaign, a print publication, a web site, a podcast, an event or protest, etc. You may choose to focus on any example of political communication, past or present, that is of interest to your group. You may expand on an example we covered in class, or you may choose something that we have not covered. Your presentation should offer a point of view regarding the significance of the example being studied and what it communicates about politics, targeted messaging and effective use of persuasive techniques.

In-class Assignments

You will regularly be asked to complete in-class assignments and/or quizzes. Some in-class assignments will be done individually while others will be completed with one or more other students. Students can expect roughly 10 to 12 of these assignments throughout the quarter, though you will not know in advance which days these will occur. Because many of these assignments involve your participation in some discussion, group, or activity they cannot be made up outside of class for any reason. However, I will drop your lowest score; providing you some cushion should you need to miss a class on a day that an in-class assignment is given.

Instructor(s)

Enter the name of the planned instructor or instructors, or "to be determined" if instructors are not yet identified.

Response:

Myiah Hutchens, PhD

Attendance & Make-up

Please confirm that you have read and understand the University of Florida Attendance policy.

A required statement related to class attendance, make-up exams and other work will be included in the syllabus and adhered to in the course. Courses may not have any policies which conflict with the University of Florida policy. The following statement may be used directly in the syllabus.

• Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Response:

Yes

Accommodations

Please confirm that you have read and understand the University of Florida Accommodations policy.

A statement related to accommodations for students with disabilities will be included in the syllabus and adhered to in the course. The following statement may be used directly in the syllabus:

• *Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.*

Response:
Yes

UF Grading Policies for assigning Grade Points

Please confirm that you have read and understand the University of Florida Grading policies. Information on current UF grading policies for assigning grade points is require to be included in the course syllabus. The following link may be used directly in the syllabus:

• <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Response:
Yes

Course Evaluation Policy

Course Evaluation Policy

Please confirm that you have read and understand the University of Florida Course Evaluation Policy. A statement related to course evaluations will be included in the syllabus. The following statement may be used directly in the syllabus:

• *Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/public-results/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.*

Response:
Yes

From: [Hutchens,Myiah](#)
To: [DiStaso,Marcia](#)
Subject: Fwd: Political Communication certificate in Public Relations
Date: Tuesday, November 5, 2019 8:53:09 PM

----- Original message -----

From: "Nolan,Richard Anthony" <rnolan@ufl.edu>
Date: 10/16/19 7:33 AM (GMT-05:00)
To: "Hutchens,Myiah" <myiahhutchens@ufl.edu>
Subject: RE: Political Communication certificate in Public Relations

Myiah

Looks ok to me. As a matter of fact I sent a student last week over to see you about your course on political communication.

Richard Nolan

From: Hutchens,Myiah
Sent: Tuesday, October 15, 2019 4:56 PM
To: Smith,Daniel A <dasmith@ufl.edu>; Nolan,Richard Anthony <rnolan@ufl.edu>
Cc: DiStaso,Marcia <mdistaso@ufl.edu>
Subject: RE: Political Communication certificate in Public Relations

Hi Richard,

I just wanted to check in and see if you had any concerns with the certificate we are proposing. We were hoping to submit this by the end of the semester, so please let me know if you have any concerns and I'd be happy to talk with you.

Myiah

From: Smith,Daniel A
Sent: Wednesday, October 9, 2019 8:31 PM
To: Hutchens,Myiah <myiahhutchens@ufl.edu>; Nolan,Richard Anthony <rnolan@ufl.edu>
Cc: DiStaso,Marcia <mdistaso@ufl.edu>

Subject: RE: Political Communication certificate in Public Relations

Hi Myiah

Sounds great! I have no issues with your certificate. Indeed, I would encourage some of our students to pursue it. It doesn't look to me to conflict with either of our certificates.

But I'll let Richard chime in.

Best,

Dan

--

daniel a. smith, ph.d.

professor & chair

department of political science

234 anderson hall | phone: 352-273-2346

po box 117325 | fax: 352-392-8127

university of florida | email: dasmith@ufl.edu

gainesville, fl 32611-7325 | <http://people.clas.ufl.edu/dasmith/dasmith/>

@electionsmith

From: Hutchens, Myiah <myiahhutchens@ufl.edu>

Sent: Wednesday, October 9, 2019 2:55 PM

To: Smith, Daniel A <dasmith@ufl.edu>; Nolan, Richard Anthony <rnolan@ufl.edu>

Cc: DiStaso, Marcia <mdistaso@ufl.edu>

Subject: Political Communication certificate in Public Relations

Hi Dan and Richard,

I'm an assistant professor in the Public Relations department here at UF, with a specialization in political communication, and I wanted to touch base with you about an undergraduate

certificate that we are putting together. Our proposed 3-course certificate in political communication would use the following courses:

MMC 3614 Media and Politics

PUR 4443 Global Social Change Communication

PUR XXXX Political Communication (a course I'm creating, I've attached the draft syllabus here as well)

Students would be required to take and pass with a C PUR 3000 Principles of Public Relations or RTV 3405 Media and Society prior to starting the certificate.

I'm aware that political science offers a political campaigning certificate as well as a public affairs certificate, and I believe our certificate is distinct from both with our focus more on media and society. Please let me know if you have any questions or concerns. I'd be happy to come talk with you or your faculty too.

Thank you, and I look forward to hearing from you.

Myiah



Myiah J. Hutchens, Ph.D.
Department of Public Relations

College of Journalism and Communications

University of Florida

From: [Roberts, Kellie W](#)
To: [DiStaso, Marcia](#)
Subject: RE: PR courses with similar titles to DIAL courses
Date: Tuesday, February 11, 2020 4:06:16 PM

Hi Marcia,

So sorry for the delay in responding. I've now had a chance to speak with faculty here in the Dial Center who teach the courses that have the most similarity to the proposed Public Relations courses. We do find some overlap with the PUR courses and ours but we believe that the perspectives of the courses offer enough difference that a significant conflict will not be overwhelming.

In regard to the specific courses:

Political Communication has been offered as a special topics course each year there has been a U.S. Presidential Election with it being offered most recently in 2016. We do see some similarities and overlap but we believe that the two courses steer their focus differently. Our course focuses more on the ways that politicians use persuasion (rhetoric) to tap into deep seeded cultural values to win over their audiences. Other approaches also include focusing on public discourse that is politically focused, in particular political debates. The focus in that type of course would center on communication and the public sphere. Regardless of the focus, both approaches situate the course within the realm of Communication Studies rather than Mass Communication or Public Relations because they place the focus on the process of communication using rhetorical theories. It is our plan to offer the course again this coming fall and to put in a request for a permanent course number and we'd be happy to pursue a more distinct course title.

Organizational Communication--There are some significant similarities and overlap in both theory and practicum issues; however, we believe there are enough differences in scope and instruction to support both courses. It seems like the PUR4932 course will focus on how members can provide support and best practices strictly within an organization (focusing on top-level management, C-suite, positions). However our COM3125 course is broader in scope, examining communication issues between peers, between different levels of management and even outside the organization (i.e. communication between the organization and the public, externally). In addition, our COM3125 course brings in guest speakers to allow face-to-face interaction between our students and professionals, giving them a

chance to not only hear about topics as they apply in the real world, but also providing students a chance to network with those professionals. The PUR4932 course is strictly an online course with no face-to-face interaction with professionals. Therefore, we believe the two courses meet different needs from our students.

Thanks for reaching out to us for our input. We've had such a good relationship with the College of Journalism and Communications over the years with many of your students completing the Dial Center's minor in Communication Studies to complement their degrees. We hope to continue working together on future endeavors to strengthen the university's goals and students' aspirations.



Kellie W. Roberts, Ed.D.
Director, Dial Center for Written & Oral Communication
UF Director of Forensics
University of Florida
PO Box 112032
Gainesville, FL 32611
352/273-1655
Pronouns: She/Her/Hers

From: DiStaso, Marcia <mdistaso@ufl.edu>
Sent: Sunday, January 26, 2020 6:53 PM
To: Roberts, Kellie W <robertsk@ufl.edu>
Subject: PR courses with similar titles to DIAL courses

Hi Dr. Roberts – I'm contacting you on behalf of the Public Relations Department. I'm not sure if you heard, but we submitted to the UCC two requests for permanent numbers for our courses:

- Political Communication
- Internal Communication

In reviewing the syllabi from your program we note the differences between our courses and yours:

Political Communication – Our course is a traditional Political Comm course with a broad communications approach (syllabus attached) and the one in your program appears to be focused on Presidential Rhetoric. The syllabus I was given is from 2013. Is this class still being offered? Our course is listed in our Political Communication Certificate that we are proposing. This course and the certificate have been approved/endorsed by the Political Science Department.

DIAL CLASS – COM4930: The language of persuasion looks both outwards and inwards: politicians

promise a better future based on an evaluation of the current external reality, but they communicate this vision by activating deep-seated ideas, values and feelings that are hidden within the audience. Successful politicians are those who have credible stories to tell, who can involve us with the drama of the present by explaining what is right and wrong and who convince us that they are better than their opponents This course explains how their use of metaphors and myths create credible and consistent stories that help us to understand the rhetorical means through which persuasion occurs.

PUR COURSE: The political landscape is constantly evolving and the function communication plays in these shifts is essential. This class is designed to serve as an introduction to the role played by all forms of communication in contemporary American political communication. This course will pay particular attention to how public relations professionals are integral in all of these processes. We will cover the functions of traditional and contemporary mediated channels, alternative media, and interpersonal discussion. How to understand and assess audiences will also be addressed.

/ Internal Communication – Our course focuses on communicating with employees (syllabus attached) and the DIAL course seems to be broadly organizational.

DIAL COURSE – COM3125: The purpose of this course is to explore the processes, practices and challenges of communicating among large groups of people, primarily in the work environment. With the increased reliance on social media and non-linear communication platforms, organizations have seen significant changes in the way they communicate platforms, organizations have seen significant changes in the way they communicate both within its own team and with the public at large. We will examine organizational structures, patterns of communication, task and social roles, extrinsic influences and methods of producing intrinsic motivation and innovation.

PUR COURSE: Employees have long been recognized as the No. 1 stakeholder of the organizations. Especially in this increasingly connected, globalized, and transparent digital age, the line between internal and external is blurred. Effective internal communication is critical for the success of an organization. This course focuses on the influential roles that communication managers play to address the issues, challenges, and opportunities facing internal stakeholders. It integrates theories, research insights, practices, as well as current issues and cases into a comprehensive guide for future internal communication managers and organizational leaders on how to communicate effectively with internal stakeholders, build beneficial relationships, and engage employees in the fast-changing business and media environment. Through lectures, discussions, and case studies, students will be equipped with effective strategies, tactics, and tools to be able to act as an internal communication strategist

As such, given the major differences between the courses, we are wondering if we can get a letter of support from you for us to also have our courses.

I'm currently in India but checking email so please let me know if you would like to discuss this – the

time difference makes it extremely tricky to jump on a call, but we are hopeful that we can move our curriculum forward. Thank you

Marcia

Dr. Marcia W. DiStaso, APR
Associate Professor & PR Department Chair
University of Florida
@mdistaso

PUR XXXX

Political Communication

Fall 2020

MEETING TIME, section XXXX

Instructor: Dr. Myiah Hutchens

Email: myiahhutchens@ufl.edu

Office: Weimer 3057

Office hours: Tuesdays 4-5p.m., or by appointment

Phone: 352-273-4163 (email is generally the fastest way to get a hold of me)

Required Texts

There are no required textbooks for this course. All materials (readings, videos, blog posts, etc.) will be made available to you via Canvas, organized by week. All readings need to be completed PRIOR to the class they are assigned in order to get the most out of our class time.

Course Goals

The political landscape is constantly evolving and the function communication plays in these shifts is essential. This class is designed to serve as an introduction to the role played by all forms of communication in contemporary American political communication. This course will play particular attention to how public relations professionals are integral in all of these processes. We will cover the functions of traditional and contemporary mediated channels, alternative media, and interpersonal discussion. How to understand and assess audiences will also be addressed.

Course Learning Objectives

By the end of the course students will be able to:

- Explain how politicians, advocacy groups, and citizens use strategic or persuasive communication to achieve their goals
- Develop persuasive, evidence-based arguments about the role of various communication channels, appropriate messaging strategies for each, and their implications for public discourse and engagement
- Apply theories and concepts from research in communication, media studies, and political public relations in order to develop a political strategy or media product
- Deliver a prepared group presentation in a natural, confident, and conversational manner

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- understand and apply the principles and laws of freedom of speech and press for the US
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;

- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Important Course Policies

Attendance: I expect that you attend class, and you will have the opportunity to gain points by completing in-class assignments, but I do not take formal attendance. I do post slides on Canvas, but recommend that if you miss class you obtain notes from a classmate. **If you miss class please do not ask me if you missed “anything important.”** Of course you did! I think every day is important. If what you mean to ask is if I made any announcements about changes to due dates or something of that nature, those types of announcements will always be posted on the course website.

Email Policy: As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, federal privacy laws prevent me from discussing grades or other personal matters via email, and you must visit me in my office to discuss these matters. In general, face-to-face meetings tend to take less time, and result in less confusion than emailed conversations. While you are welcome to email me, I may indicate that you need an in-person meeting depending on the complexity of the issue. Also, please be aware that email is considered formal communication, and it is important to practice professionalism. Make sure that you do not treat email as text (i.e., don't use text abbreviations) and never email something that you would not say to your boss' face.

Late Work/Make-up Work: All written assignments must be turned in to Canvas by 11:59pm the day the assignment is due. Canvas will automatically mark assignments as late if they are uploaded even one second after 11:59pm. You have 24 hours after the due date to turn in your assignment for a 10% grade reduction. It is your responsibility to make sure you properly uploaded your paper, blaming a group member doesn't work as it is the group's joint responsibility. There are no make-ups/late exceptions for exams or in-class activities, for any reason beyond university or religious excused absences.

Professionalism: As PR students I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course. Being respectful includes making sure you are not distracting to others via your cell phone or computer usage, talking with others during lecture, or arriving or leaving late.

How You Get Points

Point Distribution

| | |
|----------------------------|----------------|
| Exams | 400 pts |
| Framing Assignment | 100 pts |
| Strategy Assignment | 100 pts |
| Group Presentation | 50 pts |
| In-class/online activities | 50 pts |
| TOTAL | 700 pts |

Letter grades will be calculated using this formula:

| Letter | Course Points | Percentage | Grade Points |
|--------|---------------|------------|--------------|
| A | 700-651 | 100-93 | 4.0 |
| A- | 650-630 | 92.9-90 | 3.7 |
| B+ | 629-609 | 89.9-87 | 3.3 |
| B | 608-581 | 86.9-83 | 3 |
| B- | 580-560 | 82.9-80 | 2.7 |
| C+ | 559-539 | 79.9-77 | 2.3 |
| C | 538-511 | 76.9-73 | 2 |
| C- | 510-490 | 72.9-70 | 1.7 |
| D+ | 489-469 | 69.9-67 | 1.3 |
| D | 468-420 | 66.9-60 | 1 |
| F | 419-0 | 59.9-0 | 0 |

I don't round up. I will keep grades posted on Canvas - it is your responsibility to check it and make sure you know where you are at.

Overview of Course Components

I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same basis. Because of this, no extra work or special assignments will be given. Normally, by the time I return your graded assignment, I have looked at each person's work at least several times and feel comfortable with the grade assigned to it. Grades are earned; they are not gifts, nor are they negotiated. Grades are awarded on the basis on the quality of the work performed, not the amount of time expended.

I will work my hardest to make this course enjoyable and interesting. However, some students struggle with the material. Please see me if you are having problems understanding the concepts covered in class. I am your resource for this class, see me in office hours or make an appointment

if you can't come to office hours. I will do all I can to help you before a deadline. After a deadline has past, or an exam has been given, there is nothing I can do to help you.

Exams

Two unit exams will be given, in addition to the OPTIONAL final, which if taken would replace your lowest unit exam grade. All exams will be worth 200 points. You must be on time for exams. As soon as one person has completed their exam, no more exams will be handed out. Only students enrolled in the course may be present during exam days. If your friend wants to come to class on a regular day, fine; your friend wants to come to class on an exam day, not fine. No make-up exams are given regardless of the reason. If you do well on the two unit exams, and are satisfied with your grade, you can skip the final exam without consequence. If you miss an exam, or do poorly on an exam, you can take the final to replace the earlier exam grade that you may not be pleased with. The exams will cover the material in the readings and lectures – that includes everything posted online to Canvas. The unit exams will not be intentionally cumulative, but some content will utilize concepts from previous weeks. I will try to point these instances out when covering the material in lecture. The final exam will be cumulative, covering the whole semester and must be taken during the scheduled final exam period. The tests will be multiple choice/true-false/matching/short essay.

Written Assignments

You will have two written assignments that are designed to a) give you increased exposure to important issues regarding political communication, b) allow you to think about key issues covered in class, and c) help you apply those key issues to the real world. Brief details are below:

Framing Assignment: You will examine a specific political issue or current political event to examine for media framing. You cannot pick “the election”. If you want to analyze something related to the election, you need to choose a specific event in the election that has occurred or a specific political issue in the context of the election. Otherwise, you should pick a political issue that has recently been in the news (i.e., it doesn't have to be in the context of the election). You will examine how the issue has been framed in at least 3 different media outlets and discuss why the various framing strategies were used.

Strategy Assignment: For this assignment, you will either (a) write a 1,500-word essay, in which you develop a strategic plan describing how a political candidate, elected official, political organization, or advocacy group can use course concepts to achieve its goals, or (b) create an original YouTube-style video that uses techniques to directly persuade and/or engage audiences on behalf of a political actor, organization, or cause. For both options, your strategy should be informed by class concepts, and you must choose an actual individual/group/cause and propose a strategy that is realistic and appropriate given its existing objectives and challenges.

Course Presentation

Working in a group of 4 students, you will develop a 15 minute in-class presentation (using PowerPoint, Prezi, etc.) that critically analyzes a political “text.” You will describe the strategic messaging being used and take a position as to why it may or may not be effective. This text can be a television program, an individual episode or set of episodes from a television program, a film, an online video or video campaign, a print publication, a web site, a podcast, an event or

protest, etc. You may choose to focus on any example of political communication, past or present, that is of interest to your group. You may expand on an example we covered in class, or you may choose something that we have not covered. Your presentation should offer a point of view regarding the significance of the example being studied and what it communicates about politics, targeted messaging and effective use of persuasive techniques.

In-class Assignments

You will regularly be asked to complete in-class assignments and/or quizzes. Some in-class assignments will be done individually while others will be completed with one or more other students. Students can expect roughly 10 to 12 of these assignments throughout the quarter, though you will not know in advance which days these will occur. Because many of these assignments involve your participation in some discussion, group, or activity they cannot be made up outside of class for any reason. However, I will drop your lowest score; providing you some cushion should you need to miss a class on a day that an in-class assignment is given.

Course Schedule

| Week | Topic | Due |
|-------------|---|--------------------------------|
| 1 | Course Intro Why Political Communication Matters | |
| 2 | Persuasion Theories | |
| 3 | Using Framing and Agenda Setting | |
| 4 | Targeted Messaging | |
| 5 | Crafting Messages and Going Negative | |
| 6 | Debates and Image Cultivation | Framing assignment due |
| 7 | Exam 1 | Exam 1 |
| 8 | Importance of Public Opinion | |
| 9 | Assessing Your Audience | |
| 10 | Interpersonal Diffusion | |
| 11 | Effective Use of Social Media | |
| 12 | Entertainment Media and Politics | |
| 13 | Government Relations and Lobbying | Strategy assignment due |
| 14 | Exam 2 | Exam 2 |
| 15 | Presentations | Presentation |
| 16 | Final Exam | Final |

*Please note this schedule is tentative. Any changes will be discussed in class and posted to Canvas

Standard UF Policy Information and Links

UF Grading Policy

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades> (Links to an external site.)

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals> (Links to an external site.). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/> (Links to an external site.).

University Honesty Policy

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html> (Links to an external site.)

Campus Resources

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc> (Links to an external site.), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies),
or <http://www.police.ufl.edu/> ([Links to an external site.](#)).

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml> ([Links to an external site.](#)).

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/> ([Links to an external site.](#)).

Library Support, <http://cms.uflib.ufl.edu/ask> ([Links to an external site.](#)). Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/> ([Links to an external site.](#)).

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/> ([Links to an external site.](#)).

Student Complaints

Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf ([Links to an external site.](#)).

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process> ([Links to an external site.](#)).