

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	12/9/2019 4:12:22 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

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	Pending	PV - University Curriculum Committee (UCC)			12/9/2019
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

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Submitter: Marcia DiStaso mdistaso@ufl.edu

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

Form version: 1

Responses

Recommended Prefix PUR

Course Level 4

Course Number XXX

Category of Instruction Advanced

Lab Code None

Course Title Political Communication

Transcript Title Political Communicati

Degree Type Baccalaureate

Delivery Method(s) On-Campus

Co-Listing No

Effective Term Earliest Available

Effective Year Earliest Available

Rotating Topic? No

Repeatable Credit? No

Amount of Credit 3

S/U Only? No

Contact Type Regularly Scheduled

Weekly Contact Hours 3

Course Description 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 PUR 3000 (C)

Co-requisites N/A

Rationale and Placement in Curriculum 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 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 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 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 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) Myiah Hutchens, PhD

Attendance & Make-up Yes

Accommodations Yes

UF Grading Policies for assigning Grade Points Yes

Course Evaluation Policy Yes