

NEW COURSE PROPOSAL

DATE: OCTOBER 31, 2005
 PROGRAM AREA POLS

1. Catalog Description of the Course. *[Follow accepted catalog format.]*

Prefix POLS **Course#** 430 **Title** POLITICAL COMMUNICATION **Units** (3)

3 hours Lecture **per week**

- Prerequisites
 Corequisites

Description

POLS 430 POLITICAL COMMUNICATION.

An analysis of the relationship between mass media and political decision-making. Topics covered include: political communication theories and trends, the relationship between political institutions and the press in the US and in other countries, elections, debates, political campaigning and advertising, new media and politics, political socialization, education, politics and popular culture.

GenEd: Interdisciplinary
 SAME AS COMM 430

COMM 430 POLITICAL COMMUNICATION

An analysis of the relationship between mass media and political decision-making. Topics covered include: political communication theories and trends, the relationship between political institutions and the press in the US and in other countries, elections, debates, political campaigning and advertising, new media and politics, political socialization, education, politics and popular culture.

GenEd: Interdisciplinary
 SAME AS POLS 430

- | | | | |
|--|--|---|---|
| <input checked="" type="checkbox"/> Gen Ed | Graded | <input type="checkbox"/> CR/NC | <input type="checkbox"/> Repeatable for up to _____ units |
| Categories UD | | | |
| <input type="checkbox"/> Lab Fee Required | <input checked="" type="checkbox"/> A - F | Total Completions Allowed | |
| | <input type="checkbox"/> Optional (Student's choice) | <input type="checkbox"/> Multiple Enrollment in same semester | |

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS # (filled in by Dean)
Lecture	<u>3</u>	<u>1</u>	<u>30</u>	<input type="checkbox"/>	_____
Seminar	_____	_____	_____	<input type="checkbox"/>	_____
Laboratory	_____	_____	_____	<input type="checkbox"/>	_____
Activity	_____	_____	_____	<input type="checkbox"/>	_____

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

Justification: This is an upper division interdisciplinary elective in political science and communication. Political communication is an important and developing area of study which allows students to gain the knowledge necessary to make informed decisions as consumers of news and also assists in the preparation of students seeking careers in journalism and public affairs.

Learning Objectives:

Upon completion of this course students will be able to:

(Press enter for the next bulleted item)

- Discuss the role that symbols play in the political process
- Describe the concepts of agenda setting and framing in political communication

- Compare and contrast different sources of media communication to identify bias
- Design and write a persuasive media campaign based on a contemporary political candidate or ballot issue
- Analyze campaign advertising for fallacies

4. Is this a General Education Course YES NO
 If Yes, indicate GE category and attach GE Criteria Form:

- A (English Language, Communication, Critical Thinking)**
- A-1 Oral Communication
- A-2 English Writing
- A-3 Critical Thinking
- B (Mathematics, Sciences & Technology)**
- B-1 Physical Sciences
- B-2 Life Sciences – Biology
- B-3 Mathematics – Mathematics and Applications
- B-4 Computers and Information Technology
- C (Fine Arts, Literature, Languages & Cultures)**
- C-1 Art
- C-2 Literature Courses
- C-3a Language
- C-3b Multicultural
- D (Social Perspectives)**
- E (Human Psychological and Physiological Perspectives)**
- UD Interdisciplinary**

5. **Course Content in Outline Form.** *[Be as brief as possible, but use as much space as necessary]*
(Press enter for the next bulleted item)

- Media Power and Government Control
- Ownership, Regulation and Guidance of Media
- Press Freedom and the Law
- News Making and News Reporting Routines
- Reporting Extraordinary Events
- The Media and Policy Makers
- Media Impact on Attitudes and Behavior
- Elections in the Internet Age
- The Struggle for Control: News from the President and Congress
- Covering the Justice System and State and Local Government
- Foreign Affairs Coverage
- Trends in Media Policy

Does this course overlap a course offered in your academic program? YES NO
 If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? YES NO
 If YES, what course(s) and provide a justification of the overlap?

Signature of Academic Chair of the other academic area is required on the consultation sheet below.

6. **Cross-listed Courses (Please fill out separate form for each PREFIX)**

List Cross-listed Courses

COMM

Signature of Academic Chair(s) of the other academic area(s) is required on the consultation sheet below

Department responsible for staffing: POLS

7. References. [Provide 3 - 5 references on which this course is based and/or support it.]
(Press enter for the next number)

1. Bennett, W. Lance. 2001. News: The Politics of Illusion (New York: Longman).
2. Cook, Timothy. 1998. Governing with the News: The News Media as a Political Institution (Chicago: University of Chicago Press).
3. Graber, Doris A. (ed) 2005. Mass Media and American Politics (Washington, D.C.:CQ Press)
4. Jamieson, Kathleen Hall. 1996. Packaging the Presidency: A History and Criticism of Presidential Campaign Advertising. (Oxford: Oxford University Press).
5. Kernell, Samuel. 1997. Going Public: News Strategies of Presidential Leadership. (Washington, D.C.: CQ Press Inc.)
6. Paletz, David L. 2001. The Media in American Politics: Contents and Consequences. (New York: Addison-Wesley)
7. West, Darrell. 2005. Air Wars: Television Advertising in Election Campaigns 1952-2004. (Washington, D.C.: CQ Press Inc.)
8. Sabato, Larry. 1991. Feeding Frenzy: How Attack Journalism has Transformed American Politics. (New York: Free Press).

8. List Faculty Qualified to Teach This Course.

Scott Frisch
Political Science Faculty
Communication Faculty

9. Frequency.

- a. Projected semesters to be offered: Fall Spring Summer

10. New Resources Required. YES NO

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the consultation sheet below.

- a. Computer (data processing), audio visual, broadcasting needs, other equipment)
- b. Library needs
- c. Facility/space needs

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES NO

If, YES attach a program modification form for all programs affected.

Scott A. Frisch
Proposer of Course

9/20/2005
Date