

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

ACADEMIC SENATE

GENERAL EDUCATION COMMITTEE

REPORT TO

THE ACADEMIC SENATE

GE-024-156

COM 4447 – Political Communication (GE Area D4)

General Education Committee

Date: 06/29/2016

Executive Committee
Received and Forwarded

Date: 08/17/2016

Academic Senate

Date: 08/31/2016
First Reading

BACKGROUND:

This is a new course seeking GE status. It is going to be taught as a 3-unit lecture discussion course under the semester system.

RESOURCES CONSULTED:

Faculty

Department Chairs

Associate Deans

Deans

Office of Academic Programs

DISCUSSION:

The GE Committee reviewed the ECO for this course and found to it satisfy the GE Student Learning Outcomes and other requirements for GE Area D4.

RECOMMENDATION:

The GE Committee recommends approval of GE-024-156, COM 4447 – Political Communication for GE Area D4.

COM - 4447 - Political Communication

C. Course - New General Education* Updated

General Catalog Information

College/Department Communication	
Semester Subject Area COM	Semester Catalog Number 4447
Quarter Subject Area None Selected	Quarter Catalog Number
Course Title Political Communication	
Units* (3)	
C/S Classification* C-02 (Lecture Discussion)	

To view C/S Classification Long Description click: http://www.cpp.edu/~academic-programs/scheduling/Documents/Curriculum%20Guide/Appendix_C_CS_Classification.pdf

Component* Lecture
Instruction Mode* Face-to-Face
Grading Basis* Graded Only
Repeat Basis* May be taken only once

If it may be taken multiple times, limit on number of enrollments	1
Cross Listed Course Subject Area and Catalog Nbr (if offered with another department)	
Dual Listed Course Subject Area and Catalog number (If offered as lower/upper division or ugrd/grad)	
Choose appropriate type (s) of course(s)*	<input checked="" type="checkbox"/> Major Course <input type="checkbox"/> Service Course <input checked="" type="checkbox"/> GE Course <input type="checkbox"/> None of the above
General Education Area / Subarea*	D4

To view the General Education SubArea definitions, click <http://www.cpp.edu/~academic-programs/scheduling/Documents/Ch.3-GeneralEducationProposals.pdf>.

I. Catalog Description

Catalog Description	Study and practice of strategic communication in a socio-political context, including, but not limited to, campaigns and elections, rhetorical governance, and nonprofit communication. Introduces students to political institutions and players influencing policy-making and campaigns and cultivates an understanding of how candidates, public officials, and campaign operatives craft messages and target various audiences in a swiftly-changing media environment.
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II. Required Coursework and Background

Prerequisite(s)	Completion of Area A and sub-areas D1, D2 and D3 of the Cal Poly Pomona General Education Program are required
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Corequisite(s)
Pre or Corequisite (s)
Concurrent

III. Expected Outcomes

List the knowledge, skills, or abilities which students should possess upon completing the course.*	Upon the completion of this course, students will be able to: 1. Understand key concepts, theories, and strategies in political
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- communication and how they are applicable to today's media environment.
2. Appreciate the interdisciplinary nature of the political communication subfield.
 3. Understand how political communication can shape expectations and interpretations of current events, political actors, and the campaign process.
 4. Develop skills in decoding political messages and evaluating campaign information.
 5. Understand how campaigns are conducted through advertising, news management, and various communication technologies.
 6. Apply techniques of persuasion to real world problems and political issues.
 7. Strengthen analytical and persuasive writing skills.
 8. Develop skills useful in preparing for communication positions in the arena of politics and nonprofit work.
 9. Identify the ethical issues undergirding the intersection of media and politics, especially as they pertain in cross-cultural contexts.
 10. Understand key patterns and trends in political communication, including new affordances in digital and social media.

If this is a course for the major, describe how these outcomes relate to the mission, goals and objectives of the major program.

I = Introductory learning; D = Developmental learning; M = Mastery Learning

	Course Expected Outcomes								
Dept. Learning Outcomes	1	2	3	4	5	6	7	8	9
Understand and appreciate the facilitating role of communication in human relationships	I	I	I	I	I	D	I	I	

Analyze the information needs and interests of various audiences					I	I	I	D		
Gather, organize, and interpret information clearly and logically	I	I			I	I		D	I	I
Communicate information through oral, written, and electronic media							I	D		
Employ creative approaches to communication problem-solving							I	D		I

Explain how the course meets the description of the GE SubArea(s). Please select appropriate outcomes according to the GE Area/SLO mapping.

This course offers an understanding of the intersections between the fields of politics, marketing and communication. It examines public policy toward social issues and develops an understanding of how political communication shapes political responses to these issues. The course examines the historical trends in political communication and examines its effects in cross-cultural contexts. Examples of political texts, speeches and others will serve as primary sources that students will discuss and analyse.

Describe how these outcomes relate to the associated GE Learning Outcomes listed below.*

- 1a) Students write a group paper, op-eds and a campaign analysis.
- 1b) Students will present their group project to the class.
- 1c) Students will research and write a group paper.
- 1d) Exams, op-eds, the campaign analysis and the group project will require students to construct sound arguments.
- 2d) Exams op-eds, the campaign analysis, and the group project will require students to integrate information from the communication, political science, and marketing fields.
- 3a) Exams and the group project will require students to analyze historical developments of political communication, as well as its role in disparate cultures.
- 3b) Students will analyze principles, methods, value systems, and ethics of social issues confronting local and global communities throughout the course, with a particular emphasis on the ethics of political communication.

General Education Outcomes***Ia. Write effectively for various audiences****Ib. Speak effectively to various audiences.****Ic. Find, evaluate, use, and share information effectively and ethically.****Id. Construct arguments based on sound evidence and reasoning to support an opinion or conclusion.****IIId. Integrate concepts, examples, and theories from more than one discipline to identify problems, construct original ideas, and draw conclusions.****IIIa. Analyze the historical development of diverse cultures and the role they play in shaping core institutions and practices of individuals and societies.****IIIb. Analyze principles, methods, value systems, and ethics of social issues confronting local and global communities.**

To view the mapping, click <https://www.cpp.edu/~academic-programs/Documents/GE%20SLO%20Mapping.pdf>

IV. Instructional Materials

Provide bibliography that includes texts that may be used as the primary source for instruction, and other appropriate reference materials to be used in instruction. The reference list should be current, arranged alphabetically by author and the materials should be listed in accepted bibliographic form.

Instructional Materials*

The course will follow the most current and widely used undergraduate text in the subfield of political communication, and incorporate supplementary strategic communication texts and articles assessing emerging campaign and election trends:

Issenberg, Sasha (2012). *The Victory Lab: The Secret Science of Winning Campaigns*. New York, NY: Random House.

Luntz, Frank (2007). *Words That Work: It's Not What You Say, It's What People Hear*. New York, NY: Hachette Book Group.

Perloff, Richard M. (2014). *The Dynamics of Political Communication: Media and Politics in a Digital Age*. New York, NY: Routledge.

Faculty are encouraged to make all materials accessible. Indicate with an asterisk those items that have had accessibility (ATI/Section 508) reviewed. For more information, <http://www.cpp.edu/~accessibility>

V. Minimum Student Material

List any materials, supplies, equipment, etc., which students must provide, such as notebooks, computers, internet access, special clothing or uniforms, safety equipment, lockers, sports equipment, etc. Note that materials that require the assessment of a fee may not be included unless the fee has been approved according to University procedures.

Minimum Student Material* Standard student materials.

VI. Minimum College Facilities

List the university facilities/equipment that will be required in order to offer this class, such as gymnastic equipment, special classroom, technological equipment, laboratories, etc.

Minimum College Facilities* Standard classroom.

VII. Course Outline

Describe specifically what will be included in the course content. This should not be a repetition of the course description but an expansion that provides information on specific material to be included in the class, e.g. lecture topics, skills to be taught, etc. This should not be a week-by-week guide unless all instructors are expected to follow that schedule.

Course Outline*

1. Political communication and democracy
2. Campaigns and media effects: agenda-setting, framing, and priming
3. News media as a political institution
4. Electoral campaigns
5. Techniques in message formation
6. Rhetorical governance
7. Issue framing and issue ownership
8. Political advertising
9. Market research and data-driven campaigning
10. Digital and social media campaigns
11. Influence of race and gender
12. Democratic and ethical implications of political communication

VIII. Instructional Methods

Describe the type(s) of method(s) that are required or recommended for the instruction of this course (lectures, demonstrations, etc.). Include any method that is essential to the course, such as the use of particular tools or software.

Instructional Methods* Lecture/discussion

IX. Evaluation of Outcomes

Describe the methods to be used to evaluate students' learning, i.e. written exams, term papers, projects, participation, quizzes, attendance, etc.*

A variety of evaluation instruments will be used to assess student learning outcomes. They include the following:

- Reading responses
- Quizzes and exams
- Op-eds
- Campaign analyses
- Political ad group project

Describe the meaningful writing assignments to be included.*

Campaign analyses, group project and op-ed assignments are writing intensive. Students will receive feedback on their writing during the semester on the writing for future improvement.

Discuss how these methods may be used to address the course and program outcomes, as appropriate. Include or attach a matrix to align the evaluation

Expected Course Outcomes	Exams/Quizzes	Reading responses	Political ad project	Attendance/	Op-eds
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methods to the outcomes.*

1	X	X	X	X	X
2	X	X			
3	X	X	X	X	X
4	X	X		X	
5	X	X	X		
6			X	X	X
7		X	X		X
8	X	X	X	X	X
9	X	X	X		

If this is a general education course, discuss how these methods may be used to address the associated GE Learning Outcomes listed below. Include or attach a matrix to align the evaluation methods to the outcomes.*

	Course Assessment Methods					
D4 GE Learning Outcomes	Exams/Quizzes	Campaign analysis	Reading responses	Political ad project	Attendance/participation	Op-eds

1a		X	X	X		X
1b				X	X	
1c			X	X		
1d	X	X	X	X		X
2d	X	X	X	X		X
3a	X			X		
3b	X	X	X	X	X	X

X. This OPTIONAL Section is for describing Course/Department/College specific requirements.

**Department/
College Required
ECO Information
(Optional)**