New Course
CMN 4820, Political Communication

1. Catalogue Description
   a. Course number: CMN 4820
   b. Course Title: Political Communication
   c. Credit: (3-0-3)
   d. Term to be offered: On Demand
   e. Short Title: Pol Comm
   f. Course Description: This course examines the interactive role between public communication and politics. Students will study how communication is involved in the various aspects of campaigning for and fulfilling the duties of public office.
   g. Prerequisites: Completion of CMN 2010, 2040, 3000, 3030 with a grade of “C” or better.

2. Objectives and Evaluations
   a. Objectives of the course: This course is designed to teach students the role of public communication in all aspects of political life. Students will study campaign strategies and their effectiveness, the role of communication in the creation of political agendas and the various programs endorsed for those agendas, and the ethical and civic implications of these various communication practices.
   b. This course is not a general education course.
   c. Assessment. Student assessment will be comprised of the following:
      o 20% participation and quizzes
      o 25% student presentations
      o 25% exams
      o 30% term paper
   d. Since this course is numbered between 4750 and 4999, it is open to graduate students. Graduate students will be held to a higher standard. Graduate student papers will be evaluated on a different standard, requiring greater depth and levels of analysis.
   e. This course is writing intensive. At least 35% of the course grade will be based on writing assignments and one writing assignment will be revised by the student after being read and commented on by the instructor.

3. Sample course outline (15 weeks of thirty 75-minutes classes)
   Week 1   Introduction to the relationship between communication and politics
   Week 2   Historical overview of campaign strategies
   Week 3   Discussion and analysis of existing campaign strategies
   Week 4   Discussion and analysis of existing campaign strategies
   Week 5   Student presentations
   Week 6   Creating a public agenda
   Week 7   The promotion of a platform
   Week 8   The dialogical nature of political communication
Week 9  Student presentations
Week 10  Ethical considerations in political communication
Week 11  The civic consequences of political communication
Week 12  The effects of the medium on political communication
Week 13  Student presentations
Week 14  The future of political communication
Week 15  Summary and review

4. Rationale
   a. This course allows students to gain a specialized knowledge about political communication.
   b. This course will require extensive reading of difficult material and demand that students apply theory to the analysis of concrete discursive situations.
   c. This course does not duplicate existing courses within the university.
   d. This course will supplement the available course offerings for students in public communication.

5. Implementation
   a. This course will be assigned initially to Dr. Shane Miller.
   b. There will be no additional cost to students.
   c. Texts:
   d. Term to be first offered: Fall 2003

6. A community college course will not be judged equivalent to this course.

7. Date approved by Department: April 13, 2002

8. Date approved by CAHCC: May 8, 2002

9. Date approved by CGS: October 1, 2002

9. Date approved by CAA: September 12, 2002