

Campaign Politics
Political Science 4515
Class Time: T TH 2:00 – 3:15pm
Classroom: Baldwin 101D
Instructor: Jeffrey M. Glas, PhD

Contact Information:

Office Hours: MW 1:30pm - 3:00pm, T 9:00am – 10:30am

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I. Course Description

No political event in the United States captures the public's attention like campaigns do. Through most of the year the average American pays very casual attention to the political on-goings in the nation, their state, and especially their local community. But for a brief period of time around leading up to November Americans are found captivated by political campaigns. To be sure, the campaign never really ends.

Campaign politics are ubiquitous...and not just in modern democratic republics like the United States. Political campaigning is among the oldest forms of political behavior for which we have records. This is an unusual way to approach the concept 'political campaign', but it nonetheless accurate. Campaigns are group efforts to influence the decision making of some other group. The term appears alongside the adjectives *military*, *advertising*, *marketing*, and *political*. For most of human history political campaigns took places within elite circles on the inside of the political process. They still do, even in democratic republics like the U.S., but the rise of democratic forms of government has shifted the tactics and strategies political candidates and their consultants employ (as a group) to influence the decision making of the public (the other group).

Election campaigns in the United States will be this course's primary, but not exclusive, focus. The readings, assignments, and class discussions will cover a diverse body of knowledge designed to offer students an academic and practical understanding of campaign politics.

II. Course Requirements and Graded Evaluation

(2.1) Assigned Reading

Keeping up with the assigned readings is essential for your success in this course. You are not required to purchase any textbooks for this course, but we will be making use of several electronic texts available through the library.

(2.2) Course Assignments

Learning is an active exercise. Students at all levels of learning and accomplishment benefit when they are actively engaged with course material. Your grade in this class will be assessed through class participation, three writing assignments, and two exams.

Both the midterm and final exams are written exams. The three writing assignments are short reflection papers that ask you to explain your understanding of the reading assignments for a particular week. Detailed instructions for these three writing assignments are posted to our class eLC page. Participation will be assessed through a combination of your regular presence in class and contributions to our discussions of campaign politics.

Here are some important dates for these assignments and the rubric I will follow for you final grade:

Class Participation: 20%	Daily
Midterm Exam: 25%	October 1 st
Final Exam: 25%	December 7 th
Writing Assignments: 30%	Weekly

(2.4) **Grading**

All grades (including final grades) will be assigned following the system depicted below:

A	=	94-100	C+	=	78
A-	=	90	C	=	74
B+	=	88	C-	=	70
B	=	84	D	=	60 – 69
B-	=	80	F	≤	59

III. Class Policies

(3.1) **Absences**

Come to class! Attendance is critical for the successful completion of this course. If you are more than ten (10) minutes late for this class DO NOT ENTER the class unless we previously discussed your tardiness.

(3.2) **Makeup Exams**

If you miss an exam, you will receive a zero. Make-up exams are only given to students with legitimate and documented excuses. All make-up exams are administered by the Department of Political Science with my prior approval.

(3.3) **Missed/Late Assignments**

Missed assignments are awarded a grade of zero. Late assignments will be accepted with a penalty of five points for each calendar day late.

(3.4) **Cheating and Academic Misconduct**

Violations of the academic dishonesty rules are grounds for receiving an “F” in the course as well as possible expulsion from the university. If you have any questions about what constitutes cheating, academic misconduct, or plagiarism, examine the university policy and /or ask the instructor.

(3.5) **Problems and Emergencies**

If a problem or emergency arises that prevents you from attending an exam or coming to class, you should contact Professor Glas as soon as possible.

(3.6) Disability Disclosure Statement

Please advise the instructor if you have a documented disability that needs to be accommodated. Students with disabilities requiring accommodations must be registered with the Office of Disability Services before an instructor can modify instruction or expectations.

(3.7) Policy on Disruptive Behavior

- 1) Turn communication devices to silent or power them down entirely.
- 2) Be polite during class discussion.

(3.8) Withdraw Policy

Be advised that the last day to withdraw from a course without failing is March 19th. All students who withdraw after this date will receive a “WF”.

IV) Course Schedule ¹

Week of August 13th

Syllabus and Course Introduction

Selections from Machiavelli’s Il Principe

Week of August 20th

Lijphart “The Political Consequences of Electoral Laws: 1945-85”

Riker “The Two-Party System and Duverger’s Law”

Sides et al “The American Electoral System”

Week of August 27th

Sides et al “American Campaign History and Evolution”

Norris “The Evolution of Election Campaigns.”

Week of September 3rd

Spenkuch and Toniatti “Political Advertising and Election Results”

Ansolabehere and Iyengar “Going Negative”

Swint “Political Consultants and Negative Advertising”

¹ Deviations may be necessary.

Week of September 10th

Gerber and Green Get out the Vote

Week of September 17th

The Expectancy Value Model of Opinion Formation

Popkin “The Reasoning Voter”

Lau and Redlawsk “How Voter’s Decide”

Week of September 24th

Voter Profiling and Targeting (see corresponding folder in eLC)

Week of October 1st

Exam 1

Week of October 8th

Polsby et al Presidential Elections, Chapter 3

Putnam “Bowling Alone”

McConnell v. FEC (Scalia’s Dissenting Opinion)

Glas “SuperPacs and Dark Money: The [Extremely] Predictable Legacy of the Citizen’s United and Speechnow.org Decisions.”

Week of October 15th

Kanthack and Loepp “Strategic Candidate Entry”

Shaw “Methods Behind the Madness”

Hemphil and Shapiro “Appealing to the Base or to the Moveable Middle?”

Withdrawal Deadline – Wednesday, October 17th

Week of October 22nd

Polsby et al Presidential Elections, Chapter 4

Popkin The Candidate, Chapters 2 and 3

Week of October 29th

Polsby et al Presidential Elections, Chapter 5

Popkin The Candidate, Chapters 5 and 6

Edgerty et al “Young Citizens, Social Media, and the Dynamics of Political Learning in the US Presidential Primary Election.”

Week of November 5th

Sides et al “Congressional Campaigns”

Martin and Peskowitz “Agency Problems in Political Campaigns”

Week of November 12th

Shaw et al “Testing Overall and Synergistic Campaign Effects”

Glas “Winning Low Turnout Elections”

Week of November 19th

No Class – Monday, November 19th through Friday, November 23rd

Week of November 26th

Kostelka and Blais “The Chicken and Egg Question: Satisfaction with Democracy and Voter Turnout”

Week of December 3rd

Final Exam – Friday, December 7th @ 8:00am

Week of December 10th

N/A