

## **POLS 4551: Propaganda and American Politics**

Dr. Audrey A. Haynes

Spring Semester 2021 MWF 11:30 am to 12:20 pm

Class Room: North Instructional Plaza (in between Journalism and Psychology)

Office: Suite 103 Baldwin

Office Hours: Tu and Th 1-2 pm, after class, and by appointment

Email: polaah@uga.edu

Phone: 706-542-2933

### **Overview:**

In this course we will explore the world of propaganda within politics. We begin with the definitions and comparisons with other forms of communication.- in particular, we will compare and contrast propaganda with persuasion. We will examine theories of propaganda and utilize the tools to analyze it, deconstruct it, and determine its effects. In addition, we will examine propaganda's history from ancient Rome to modern America and see how its use has developed and evolved over time. We will learn to create our own propaganda and produce our own research on the use of propaganda in teams. You will have the opportunity to work as teams and present your work as well during the last few weeks of class.

### **Course goals for students:**

1. Develop a clear understanding of propaganda; be able to compare and contrast propaganda with persuasive and informative communication.
2. Discuss the origins and development of propaganda over the course of history, with an emphasis on the major points of change in technique, delivery tools, audience, or source.
3. Be able to critique a variety of theories of propaganda with the view to understand models of propaganda.
4. Understand the psychology that underlies these theories.
5. Deconstruct political ads, as well as other advertising, into the components of propaganda.
6. Produce research on propaganda in the form of team or individual research paper.
7. Produce POLITICAL propaganda, present it, and facilitate its deconstruction as a group project.

### **Required Reading:**

You will be reading selected chapters, articles, and watching media sources, available within our eLC course, from a variety of other books and articles. There is no required textbook.

## Assessments:

Assessment Tool	Material Covered	Percentage
Test 1 (online)	Module 1,2 content	10
Test 2 (online)	Module 3,4 content	10
Test 3 (online)	Module 5,6 content	10
Test 4 (online)	Module 7,8 content	10
Paper topic	1 pg covering topic	5
Annotated Bibliography	Requires 10 sources	5
Draft	Draft of at least 5 pgs	10
Paper	Completed Research	15
Team Propaganda Project	Political Ad	5
Discussion Board:	Ad discussion and breakdown	5
Discussion Board:	Framing Exercise	5
In Class and Online	Quizzes and Attendance	10
Module information and descriptions of projects are located on the course eLC page.		

## Make-Up Policy

If you are called to jury duty or have a verified medical illness or emergency, that will count as an excused absence. In only those cases will I consider giving you a make-up exam.

## Attendance Policy

Attendance is required in the course. I will take attendance on a regular basis, generally through a quiz. So please bring a pencil and paper each day. May seem old-fashioned, but it works.

## University Honor Code and Academic Honesty Policy:

*All academic work must meet the standards contained in "A Culture of Honesty." All students are responsible to inform themselves about those standards before performing any academic work.*

<https://ovpi.uga.edu/academic-honesty/academic-honesty-policy/student-honor-code>

## Students with Disabilities

Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should contact the instructor or designate during regular office hours or by appointment.

**NOTE:** *The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.*