

POLS 4551E: Propaganda and American Politics

Dr. Audrey A. Haynes

Maymester Semester 2021 ONLINE Asynchronous (limited real time professor led interaction)

Class Room: wherever you want it to be

Office: Suite 103 Baldwin

Office Hours: by appointment via email

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 and information. 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.

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. Understand how various propaganda tactics work and how they interact in politics and policy arenas.
7. Develop self-learning skills by working through content in an asynchronous learning environment.

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. All of these materials are provided within the course.

Assessments:

You will be assessed on a range of assignments. Most of them will take the form of

short reading, viewing or applied concept quizzes. Most of them will be weighted equally. There will be a number of more involved and thus, weighted more heavily, assessments. The objections of the assessments are to encourage careful reading/viewing of and thinking about the material we engage with. Some of these assessments will be auto-graded, while others will require the professor to assess. These assignments will always be found in each module's checklist. You may work at your own pace, however, there are checkpoints for resolution of work. In other words, there are due dates. For example, your work on the first two modules will have a set due date. You can pace yourself or get them all done the day of, but you cannot complete all the work and assignments the day before the semester ends. That is why there are checkpoints. Your work should be completed in chunks rather than in one big chunk.

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 from the course. If you have to be offline for a while, make sure you communicate the situation so we can figure out a workaround, if possible.

Attendance Policy

There is no set attendance policy, however I will check and see if you are logging into course. Students who do not log in for 5 days will receive an email inquiry. Not logging in for an extended period of time is grounds for dropping a student for non-attendance, particularly if you are not completing any of the work.

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.*