

POLS 4551: Propaganda and American Politics (In Person Course)



Dr. Audrey A. Haynes (Ph.D. The Ohio State University)

Spring Semester 2025

Time: 12:45 pm to 2:00 pm Tu Th

Classroom: Baldwin 101D

Office: Suite 103 Baldwin

Student Drop-In Hours: TU TH 2 pm to 3 pm and by appointment

Email: polaah@uga.edu

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 some days that will leave us scratching our heads trying to determine which is which.

We will examine theories of propaganda and utilize tools (logic, detective work) 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 or solo. You will have the opportunity to present your work as well during the last few weeks of class either in a poster session or in a short presentation to the entire class.

Course goals for students:

1. Develop a clear understanding of propaganda; be able to compare propaganda with persuasive and informative communication.
2. Understand that propaganda itself is simply a tool – perhaps a less desirable one; it can be used for both objectively good and bad efforts. It can be effective, and it can fail. It is certainly not foolproof and often requires a great deal of time and effort.
3. 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.
4. Be able to critique a variety of theories of propaganda with the view to understand models of propaganda.
5. Understand the human psychology that underlies these theories.
6. Deconstruct political ads, as well as other advertising, into the components of propaganda.
7. Produce research on propaganda in the form of team or individual research paper or a creative work.
8. Present your work and field questions from peers and your professor.

Required Reading and Assessments:

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 per se, but what is required will be available within the confines of our elc coursepage. You will have ample

time and access to read the materials prior to exams.

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 5,6,7 content	10
Presentations	Digital and In Person presentations	10
Paper/Project topic	1 page covering topic (db sp)	3
Annotated Bibliography	Requires 20 sources	3
Draft	Draft of at least 5-7 pages	10.5
Paper/Project	Completed Research Paper	13.5
Study Guides	Reading materials	10
Discussion Board	Posted Activities	5
<i>If you read this far</i>	<i>you are a great</i>	<i>student</i>
In Class and Online	Quizzes and Attendance	15
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, you will qualify for an excused absence. Absences on quiz days will result on 0. But I will always make the actual work accessible to you so that you do not miss out on the content of any in-class quiz. Students who have some other type of event that takes them away from class may certainly make a case for themselves. It is important that you communicate with me if such an occurrence takes place.

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/pen and paper each day. It may seem old-fashioned, but it works, and it is fun.

Electronics in the Classroom

We are all adults, and having a smart phone in class is something that is considered a part of our existence (and a necessity), but I would kindly ask you to put your phones on silent and tuck them away during class. Moreover, we will NOT be utilizing laptop computers in class unless it is a part of an exercise. Students are expected to close and put away laptops during class time.

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>

Artificial Intelligence Use Prohibited

Unless included as part of the assignment, use of Artificial Intelligence in any form (be it Chatgpt, Grammarly, etc.) is prohibited in your work. Use of these tools will result in an automatic zero and you will be required to redo the work in person. Please know that your brain gets stronger when you use it. AI is good for some things, but it is not reliable, nor does it transfer knowledge or understanding to your brain.

There is an academic honesty pledge quiz that you will be taking in the checklist for our start module. When you pledge to be honest and adhere to the rules of the class, you are pledging to not utilize AI unless it is specifically included in the prompt or directions.

Students with Disabilities/Challenges

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.

Accommodations for Disabilities (e.g., If you plan to request accommodations for a disability, please register with the Disability Resource Center. They can be reached by visiting Clark Howell Hall, calling 706-542-8719 (voice) or 706-542-8778 (TTY), or by visiting <http://drc.uga.edu>.) See <https://drc.uga.edu/sample-access-statements/> for additional examples.

UGA Well-being Resources

UGA Well-being Resources promote student success by cultivating a culture that supports a more active, healthy, and engaged student community.

Anyone needing assistance is encouraged to contact Student Care & Outreach (SCO) in the Division of Student Affairs at 706-542-8479 or visit sco.uga.edu. Student Care & Outreach helps students navigate difficult circumstances by connecting them with the most appropriate resources or services.

They also administer the Embark@UGA program which supports students experiencing, or who have experienced, homelessness, foster care, or housing insecurity.

UGA provides both clinical and non-clinical options to support student well-being and mental health, any time, any place. Whether on campus, or studying from home or abroad, UGA Well-being Resources are here to help.

- Well-being Resources: well-being.uga.edu
- Student Care and Outreach: sco.uga.edu
- University Health Center: healthcenter.uga.edu

- Counseling and Psychiatric Services: caps.uga.edu or CAPS 24/7 crisis support at 706-542-2273
- Health Promotion/ Fontaine Center: healthpromotion.uga.edu
- Disability Resource Center and Testing Services: drc.uga.edu Additional information, including free digital well-being resources, can be accessed through the UGA app or by visiting <https://well-being.uga.edu>.

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

FERPA Notice (e.g., The Federal Family Educational Rights and Privacy Act (FERPA) grants students certain information privacy rights. See the registrar's explanation at reg.uga.edu/general-information/ferpa/. FERPA allows disclosure of directory information (name, address, telephone, email, major, activities, degrees, awards, prior schools), unless requested in a written letter to the registrar.)

A detailed schedule will be available to you in a second document.