

grading

Extemporaneous Speech	3%
Informative Speech	26%
Term Project	37%
Discussions	16%
Class Exercises	18%



grades will be determined by all course assignments and extra credit.

Course assignments.

Extemporaneous Speech

For this speech, you will have 5 minutes to prepare a 90-second speech on a topic I provide. LO2, LO3, LO4

Informative Speech

You will conduct a comparative media analysis of political communication across various platforms and present your findings in this informative speech. LO1, LO2, LO3

Political Media Term Project

For this assignment, you will research a political issue and create either a podcast or video.

This will be a semester-long project that entails the following components:

- Issue research and proposal
- Midpoint check-in
- Media project
- Project outline and references
- Final presentation

LO1, LO2, LO3, LO4

Discussions

You will engage in dialogues with your classmates through the Canvas discussion board to critically think through and examine course concepts and ideas. LO1, LO2, LO3, LO4

Class Exercises

Class exercises will build on the readings/course discussions that should be completed prior to online class participation. LO1, LO2, LO3, LO4

There is no Final Exam.

Extra Credit

Every student has the opportunity to earn 10 extra credit points for: 1) being prepared for class, 2) being on time every class and staying the full duration of the class period, and 3) attending every class. You must meet all criteria.



Course goals.

G1. Know issues and concepts pertinent to the study of media and politics.

G2. Enable students to analyze (and in some cases create) debates, news conferences, political speeches, and various campaign communication items (such as televised advertisements, flyers, and posters).

G3. Improve skills in critical thinking and communication.

G4. Gain confidence in oral communication abilities, participate in discussion of policy issues, and engage in communicative politics.

Learning objectives.

LO1. Demonstrate knowledge about political communication as a subfield of political science and articulate the role played by media in consolidating and sustaining democracy.

LO2. Analyze various forms of political communication and discourse to identify underlying values, assumptions, and interests.

LO3. Critically evaluate information, evidence, and arguments.

LO4. Improve your research, writing, presentation, and speaking skills by working on a diversity of assignments.

The fine print.

Academic Dishonesty Policy

Any act of academic dishonesty attempted by a Salem State University student is unacceptable and will not be tolerated. For more information, visit: <https://goo.gl/vGxy7V>

Reasonable Accommodation

Salem State University is committed to providing equal access to the educational experience for all students in compliance with Section 504 of The Rehabilitation Act and The Americans with Disabilities Act and to providing all reasonable academic accommodations, aids and adjustments. Any student who has a documented disability requiring an accommodation, aid or adjustment should speak with the instructor immediately. Students with Disabilities who have not previously done so should provide documentation to and schedule an appointment with Disability Services and obtain appropriate services.

University Declared Critical Emergency

In the event of a University declared critical emergency, Salem State University reserves the right to alter this course plan. Students should refer to www.salemstate.edu for further information and updates. The course attendance policy stays in effect until there is a university declared critical emergency. In the event of an emergency, please refer to the alternative educational plans for this course located on Canvas. Students should review the plans and gather all required materials before an emergency is declared.

Title IX & Sexual Assault

The university recognizes that sexual misconduct and power-based violence (sexual assault, domestic violence, dating violence, stalking) is a very traumatic crime and as such it will endeavor to work with survivors to reduce fears and concerns regarding their personal safety. Any individual who believes they may have experienced sexual harassment, or any type of sexual aggression may receive important information and assistance regarding the university's policies and responsive processes. In addition, upon request, the student conduct office will make resources available regarding who can discuss the process and what it means. For a list of university resources, visit: <https://bit.ly/3lO0Qam>

COVID-19 Pandemic

Students must comply with the Covid-19 Health and Safety Protocols for the 2021-2022 Academic Year. This includes wearing masks in class and on campus in public spaces, practicing physical distancing where possible, including in class, engaging in a daily symptom check, notifying Counseling and Health Services at 978-542-6413 if they have any symptoms associated with COVID-19, and not coming to campus or to an in-person class if they have any of the symptoms related to COVID-19, until cleared by the Student Life Wellness Area. Students who have documented disabilities that may prevent them from complying with these policies are required to contact the Disability Services office.

Spring 2022 Tentative* Course Schedule

*This schedule is subject to change

Date	Topic	Readings Due
Week 1		
1/21	Syllabus, course overview, introductions	
Week 2		
	Organizing speeches	<i>Speech Preparation</i> (Indiana State University, 2016)
1/28	Delivering speeches	<i>Speech Preparation</i> (Indiana State University, 2016)
Week 3 Political Communication Theories & Frameworks		
	What is political communication?	Ch 1 (Davis)
2/4	<i>Extemporaneous Speech</i> <i>Assign Informative Speech</i>	
Week 4		
	Political communication theories	Ch 2 (Davis)
2/11	Political communication and democracy	Ch 3 (Davis)
Week 5		
	Political economy of the media	Ch 9 (Davis)
2/18	Political parties and elections	Ch 4 (Davis)
Week 6 The Contemporary Media Sphere		
	Media-source relations	Ch 6 (Davis)
2/25	<i>Informative Speech</i>	Outline & References
Week 7		
	Persuasive political communication	Excerpt from <i>The Art of Public Speaking</i> (Lucas, 2008)
3/4	<i>Informative Speech</i>	
Week 8		
	News and information literacy	Ch 5 (Davis)
3/11	Digital democracy	Ch 10 (Davis)
Week 9		
3/14 – 18	SPRING BREAK	
Week 10		
	Issue framing	Ch 8 (Davis)

3/25	Politics and social media <i>Assign Political Media Term Project</i>	<i>Online Social Networks and Bottom-Up Politics</i> (González-Bailón, 2014)
Week 11 Rise Up!		
	The rise of participatory politics	<i>Youth, New Media, and the Rise of Participatory Politics</i> (Kahne, Middaugh, Allen, 2014)
4/1	Participatory culture and “spreadable” media	Excerpt from <i>Spreadable Media</i> (Jenkins, 2013)
Week 12		
	Media production	[Links on Canvas] Issue Research & Proposal
4/8	Media activism	<i>Small Change</i> (Gladwell, 2010)
Week 13		
	The power of dissent	<i>Enabling Democratic Dissent</i> (Ivie, 2015) Midpoint Check-in
4/15	Civic media and participatory power	<i>What is Civic Media?</i> (Jenkins, 2007)
Week 14 Challenges & Disruptions		
	Final Workshop	
4/22	Presentations	Term Project Project Outline & References
Week 15		
4/29	Presentations	
NO FINAL EXAM.		

****See the course Canvas page for complete assignment deadlines and readings.****