POLM 3000 / COMS 3100 / PSCI 3410
Introduction to Political Management

Instructor

Instructor: Professor Stephen Azzi   Phone: 613-520-2600, ext. 3115
Office: 2435R River Building   Email: stephen.azzi@carleton.ca
Office Hours: Mondays, 2:00 to 3:00 P.M.

Course Description

This course provides students with an introduction to some key issues in the field of political management, including political communications, leadership, polling, the role of political staff in the Canadian polity, and the use of psychology in campaigns and advocacy.

Book

Students should purchase the following book, which is available at Haven Books, 43 Seneca Street (at the corner of Sunnyside): Paul Wells, *The Longer I'm Prime Minister: Stephen Harper and Canada, 2006–*, updated ed. (Toronto: Vintage, 2014), ISBN 978-0307361332.

Evaluation

News Conference Simulation	10%
Speech Analysis I (due 25 January)	10%
Speech Analysis II (due 8 March)	10%
Speech (due 15 March)	10%
Book Assignment (due 29 March)	20%
Examination	40%

You must complete all components of the course to receive a passing grade.

News Conference Simulation

Students will be divided into groups to simulate a news conference in class. You will be given opportunities during class time to prepare for the simulation. Your grade will be based on your contribution to the group and the quality of your group's news conference.

Speech Analysis I

Find a great speech written in a style you would like to emulate. (For American speeches, a good place to look is www.americanrhetoric.com.) What matters is how the speaker presented his/her views, not whether you agree with them. The speech must have been originally written in English, it must be political, and you must have access to the complete electronic text. Do not choose one of the speeches that we will analyze in class: Martin Luther King's 28 August 1963 speech at the March on Washington for Jobs and Freedom, Barack Obama's 27 July 2004 speech at the Democratic National Convention, and Arnold Schwarzenegger's 31 August 2004 speech to the Republican National Convention. In your written assignment, provide the internet address for the text of the speech and explain in 250–500 words why you think it is a great speech.

You will receive a mark of zero on this assignment if:
- at any point in your explanation, you say that the speech is great because you agree with its message;
- the speech is not in English;
- the speech was translated to English from another language;
- the speech was not delivered by a politician and it was not primarily aimed at influencing public policy;
- you do not provide an internet address for the complete electronic text; or
- you choose one of the speeches that we will be analyzing in class (see list above).

The assignment is due no later than the beginning of class on 25 January. There is no late penalty, so long as the assignment is received by 15 February. If you are going to submit the assignment after 25 January, you must let me know that you are doing so by e-mail before the beginning of class on that date. Assignments submitted on time may be revised and resubmitted, so long as the revised version is received by 4:30 P.M. on 7 April.

Speech Analysis II

Mark up the great speech that you selected early in the course, identifying the various techniques employed by the speechwriter. (You will be provided with a checklist and an example of what you should do.) You will receive a zero on this assignment if the speech does not meet the criteria above under "Speech Analysis I."

The assignment is due no later than the beginning of class on 8 March. There is no late penalty, so long as the assignment is received by 22 March. If you are going to submit the assignment after 22 March, you must let me know that you are doing so by e-mail before the beginning of class on that date. Assignments submitted on time may be revised and resubmitted, so long as the revised version is received by 4:30 P.M. on 7 April.

Speech

You will write a speech of 750 to 1250 words on a topic to be assigned in class on 8 March and will mark up the speech to identify the various speechwriting techniques that you have used.

The assignment is due no later than the beginning of class on 15 March. There is no late penalty, so long as the assignment is received by 29 March. If you are going to submit the assignment after 15 March, you must let me know that you are doing so by e-mail before the beginning of class on that date. Assignments submitted on time may be revised and resubmitted, so long as the revised version is received by 4:30 P.M. on 7 April.

Book Assignment

You will write 750–1250 words on Paul Wells's *The Longer I'm Prime Minister*. This is not a book review: you are neither summarizing the book nor assessing its merits. Instead, you are evaluating Stephen Harper as a political leader, based on the information in the book and in the course lecture on political leadership. What kind of leader was Stephen Harper? How did his leadership style compare to other Canadian prime ministers? What were his strengths and weaknesses as leader? Overall, was he an effective leader?

Remember, this is an assessment of leadership, not of policy. It is possible to disagree with all of Harper's policy choices yet still see him as an effective leader, just as you may support his policies but view him as an ineffective leader.

You may cite works other than Wells's book, but are not expected to do so.

The assignment is due no later than the beginning of class on 29 March. There is no late penalty, so long as the assignment is received by 4:30 P.M. on 7 April, after which no assignments for this course will be accepted. If you are going to submit the assignment after 29 March, you must let me know that you are doing so by e-mail before the beginning of class on that date.

Examination

The examination is worth 40 per cent of your course grade and will cover material from the lectures, the textbook, the course readings. The exam will be three hours in length.

Submission of Assignments

Assignments must be submitted in hardcopy, either in class at my office. If the office is closed, please slide the assignment under the door and send me an e-mail to ask for confirmation that I have received it.

If you wish to have assignments returned with comments, please submit two copies.

Grading and Comments

Feedback on your assignment will be provided in whichever form you prefer:
1. you may receive a grade for your assignments (which will be posted on cuLearn);

2. you may receive a grade and general comments on your assignments (which will be sent to your Carleton e-mail address); or
3. you may have a hardcopy of the assignment returned with a grade, general comments, and corrections in the text.

Please indicate your choice on the first page of your assignment. If you are selecting option 3, you should submit two copies of your assignment.

Academic Dishonesty

Academic dishonesty includes, but is not limited to:
- reproducing someone else's exact words without using both quotation marks and a citation to indicate that you are doing so;
- passing off someone else's ideas or interpretations as your own, or closely paraphrasing someone else's work, without giving credit in the form of a reference; and
- falsifying footnotes to disguise the actual sources you have used (e.g., taking material from Wikipedia, but footnoting it to a scholarly source; or using only one book, but footnoting several).

Student Success

Successful students generally:
- manage their time effectively (leaving enough time for assignments, spreading out their time according to the relative weight of the course components, recognizing the human tendency to procrastinate and dealing with it);
- attend every class, sit at the middle or near the front, take extensive notes, and resist the urge to play with electronic devices; and
- complete the assigned readings while focussing on the texts (rather than reading while multitasking).

Schedule
(subject to change to accommodate guest speakers)

If you are unable to attend a class, please contact me by telephone or e-mail (before the lecture if possible, or, if not, soon afterward). I will let you know what you missed and any important announcements that were made in class. If you would like, I could also suggest materials that you could read to make up for your absence.

Date	Topics	Guest
11 January	Introduction to Course and Concept of Political Management Writing in a Political Context Reading: Robert Lehrman, *The Political Speechwriter's Companion: A Guide for Writers and Speakers* (Washington: CQ Press, 2010), 71–80. (cuLearn)	
18 January	Political Communications in the Era of Donald Trump Defamation Law	Bill Fox, PhD, former director of communications to Prime Minister Brian Mulroney, former executive vice president of Bell Canada
25 January	Issues Management Group work to prepare for news conference on 8 February	Barry McLoughlin and Laura Peck, McLoughlin Media and TransformLeaders.ca
1 February	Media Relations – Strategy and Tactics Group work to prepare for news conference on 8 February	Barry McLoughlin and Laura Peck
8 February	Media Relations – Spokesperson Skills News Conference Simulation	Barry McLoughlin and Laura Peck
15 February	The Art of Why: Strategic Communications and Politics	Scott Reid, senior adviser and director of communications to Prime Minister Paul Martin
22 February	Winter Break – No Class	
1 March	Speechwriting Techniques Reading: Lehrman, 1–40. (cuLearn)	
8 March	Political Leadership Reading: Peter G. Northouse, *Leadership: Theory and Practice* (Thousand Oaks: SAGE, 2013), 1–17. (cuLearn)	
15 March	The Political Staff Species: A Taxonomic Guide Reading: Annex E and Annex I, *Open and Accountable Government 2015* (Ottawa: Privy Council Office, 2015), 42–50, 89–92; Ian Brodie, "In Defence of Political Staff," *Canadian Parliamentary Review*, autumn 2012, 33–39.	Paul Wilson, PhD, associate professor of political management and political science, former director of policy to Prime Minister Stephen Harper

22 March	Polling in the Era of Donald Trump Reading: David Coletto, "In Defence of My Craft: 2016 U.S. Election Polling Did Not Fail," Huffington Post, 14 November 2016.	David Coletto, PhD, chief executive officer of Abacus Data
29 March	Political Leadership: The Case of Stephen Harper Reading: Paul Wells, "Does It Make a Difference that Stephen Harper Was Ever Prime Minister?" *Literary Review of Canada*, November 2016.	Paul Wells, national affairs columnist, *Toronto Star*
5 April	An Introduction to Political Psychology Readings: Wendy Wood, "Attitude Change: Persuasion and Social Influence," *Annual Review of Psychology* 51 (2000): 539–570; Josh Katz, "'Duck Dynasty' vs. 'Modern Family': Mapping the U.S. Cultural Divide," *New York Times*, 27 December 2016, A3; Kris De Meyer, "Brexit, Trump, and 'Post-Truth': The Science of How We Became Entrenched in Our Views," The Conversation, 4 January 2017	Jennifer Robson, PhD., associate professor of political management, former policy assistant to Prime Minister Jean Chrétien

Plagiarism

The University Senate defines plagiarism as "presenting, whether intentionally or not, the ideas, expression of ideas or work of others as one's own." This can include:

- reproducing or paraphrasing portions of someone else's published or unpublished material, regardless of the source, and presenting these as one's own without proper citation or reference to the original source;
- submitting a take-home examination, essay, laboratory report or other assignment written, in whole or in part, by someone else;
- using ideas or direct, verbatim quotations, or paraphrased material, concepts, or ideas without appropriate acknowledgment in any academic assignment;
- using another's data or research findings;
- failing to acknowledge sources through the use of proper citations when using another's works and/or failing to use quotation marks;
- handing in "substantially the same piece of work for academic credit more than once without prior written permission of the course instructor in which the submission occurs."

Plagiarism is a serious offence that cannot be resolved directly with the course's instructor. The Associate Dean of the Faculty conducts a rigorous investigation, including an interview with the student, when an instructor suspects a piece of work has been plagiarized. Penalties are not trivial. They can include a final grade of "F" for the course.

Academic Accommodation

You may need special arrangements to meet your academic obligations during the term because of disability, pregnancy or religious obligations. Please review the course outline promptly and write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

Students with disabilities requiring academic accommodations in this course must register with the Paul Menton Centre for Students with Disabilities (PMC) for a formal evaluation of disability-related needs. Documented disabilities could include but are not limited to mobility/physical impairments, specific Learning Disabilities (LD), psychiatric/psychological disabilities, sensory disabilities, Attention Deficit Hyperactivity Disorder (ADHD), and chronic medical conditions. Registered PMC students are required to contact the PMC, 613-520-6608, every term to ensure that your Instructor receives your Letter of Accommodation, no later than two weeks before the first assignment is due or the first in-class test/midterm requiring accommodations. Please check with the Paul Menton Centre for the deadline to submit your request for accommodations.

You may visit the Equity Services website to view the policies and to obtain more detailed information on academic accommodation carleton.ca/equity/accommodation.