

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

Instructor

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Course Description

This course provides students with an introduction to some key topics in the field of political management, including ethics, strategic communications, media relations, speechwriting, defamation, and the role of lobbyists in the Canadian polity.

Learning Outcomes

Upon completion of this course, students should be able to:

- think critically about political management approaches used in and around government;
- define the concept of strategic communications and understand its role in politics;
- identify effective and ineffective approaches to political communications;
- describe the main ethical systems and apply them to contemporary political problems;
- recognize and apply a variety of rhetorical techniques to add power to speeches and make them more memorable;
- write a clear and persuasive speech;
- explain the concept of framing in a political context, describe George Lakoff's theory of framing, and identify both effective and ineffective efforts at framing;
- describe the basics of defamation law and apply the law in specific cases;
- understand the principles of media relations;
- take part in a news conference;
- explain the concept of public opinion and the basics of public-opinion polling;
- describe government relations and analyze the role of lobbyists in a democracy;
- work professionally both in an individual and group context.

Evaluation

Speech Analysis I (due 25 January)	5%
Ethics Case Study (25 January)	5%
Speech Analysis II (due 15 February)	5%
Speech (due 1 March)	10%
Defamation Case Study (1 March)	5%
News Conference Simulation (22 or 29 March)	10%
Framing Assignment (due 5 April)	20%
Examination	35%
Professional Conduct	5%

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

Book

There is one mandatory book for this course, which is available at Haven Books, 43 Seneca St. (at the corner of Sunnyside Ave.):

George Lakoff, *Don't Think of an Elephant: Know Your Values and Frame the Debate*, 2nd ed. (White River Junction, Vermont: Chelsea Green, 2014) (9781603585941).

Students are expected to read the book at their own pace during the term but are encouraged to do so early in the term. Reading the book is essential for writing the framing assignment and the final examination. An online summary of the book is not a substitute for the book itself.

There will be one optional—but highly-recommended—discussion of the book on 15 February. This class will be open to anyone who has finished reading the book and is willing to do the necessary preparatory work before the discussion. If you wish to take part in the discussion, upload to Brightspace a single-spaced, 2- to 3-page document containing your notes on the most important points in the book and 3–5 possible exam questions related to the book. The document must be submitted by 11:55 P.M. on 31 January. You will then receive a list of possible exam questions. Prepare answers to the questions and upload them to Brightspace by 11:55 P.M. on 7 February.

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 speakers presented their views, not whether you agree with them. The speech must have been originally written in English, it must be political, and it must be at least 1000 words long. (You may choose a bilingual Canadian speech if at least half the text is in English.) You will need to 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, or 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 150–300 words why *you* think it is a great speech. Illustrate your answer with quotations from the speech. The emphasis here is on your opinion. Do not try to guess what I want to hear. Do not ask for criteria on assessing whether a speech is great. Do not quote authorities on what makes for an effective speech. I want you to tell me what you think. Do not make the assignment more complicated than it needs to be.

Do not summarize the speech. Do not analyze the message of the speech. You should focus not on *what* the speaker said but on *how* it was said. You are analyzing a written text to understand *speechwriting* techniques, not watching a video to assess *speaking* techniques.

Do not talk simply about the impact of the speech (e.g., “This was a great speech because it was powerful and moving”). Talk about how the speechwriter achieved that impact.

Write clearly in grammatically correct sentences. Do not cloud your meaning with academic bombast.

You will receive a mark of zero on this assignment if:

- at any point in your explanation, you say (or hint) 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 is shorter than 1000 words;
- the speech was not delivered by a politician *and* was not primarily aimed at influencing public policy;
- you do not provide an internet address for the complete electronic text; or
- you chose one of the speeches that we will be analyzing in class (see list above).

Assignments will be graded according to the following criteria:

- The assignment should be clearly written.
- There should be no spelling or serious grammatical mistakes.
- The assignment should have been prepared according to the course outline and style guide.
- The student should have given a personal opinion on why the speech is great.

The assignment should be submitted on Brightspace no later than 8:30 A.M. on 25 January. If you are going to submit the assignment late, you must let me know in writing (in a document uploaded to Brightspace) before the deadline. If you have done so, there will be no penalty, so long as the assignment is received by 8:30 A.M. on 8 February.

If I have not uploaded a document to Brightspace (either the assignment or a document explaining that you will submit the assignment late) by the deadline, you will receive a zero on the assignment.

Assignments submitted on time may be revised and resubmitted, so long as the revised version is received by 12 April, which is, according to university regulations, the last day that term work may be submitted.

Speech Analysis II

Mark up the great speech that you selected in your first assignment, identifying the various techniques employed by the speechwriter, and submit it with a checklist that you will find on Brightspace. (An example of how to mark up the speech will be posted on Brightspace.) The assignment will receive a zero if it does not include the checklist or if the speech does not meet the criteria above under “Speech Analysis I.”

The assignment will be graded according to the following criteria:

- The assignment should correctly identify at least one example of each rhetorical technique.
- If the student claims that there are no examples of a particular technique, the technique should not be present in the speech.

The assignment must be submitted later than 8:30 A.M. on 15 February. If you are going to submit the assignment late, you must let me know in writing (in a document uploaded to Brightspace) before the deadline. If you have done so, there will be no penalty, so long as the assignment is received by 8:30 A.M. on 1 March.

This assignment may be submitted on Brightspace or in hardcopy, either in class or 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. Any assignments submitted to the offices of the Department of Political Science or the School of Journalism and Communication (or anywhere other than to my office or to me personally) will be assessed a 100 per cent late penalty. Please let me know if you plan to submit a hardcopy on 15 February but do not intend to take part in the optional discussion of the book.

If I have not submitted the assignment or uploaded a document to Brightspace by the deadline, you will receive a zero on the assignment.

Assignments submitted on time may be revised and resubmitted, so long as the revised version is received by 12 April, which is, according to university regulations, the last day that term work may be submitted.

Speech

Write a speech of 750 to 1250 words on a topic to be assigned in class on 8 February, mark up the speech to identify the various speechwriting techniques that you have used, and submit the speech with the checklist that you will find on Brightspace. Topics other than those assigned will not be considered.

The speech will be graded according to the following criteria:

- The speech should be clear and concise, following the guidelines given in class.
- The speech should correctly employ each of the rhetorical techniques explained in class.
- The speech should follow the instructions in the course outline and style guide.
- The student should take the assignment seriously and avoid the temptation to make jokes at the speaker's expense (e.g., having Donald Trump announce that he is not running again because he wants to spend his time sleeping with porn stars).

Feedback on your assignment will be provided in whichever form you prefer:

1. you may receive a grade and general comments, which will be posted on Brightspace; or
2. 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 (e.g., "Grading Option 1"). If you do not indicate a preference, I will assume that you have chosen option 1.

The assignment is due no later than 8:30 A.M. on 1 March. If you are going to submit the assignment late, you must let me know in writing (in a document uploaded to Brightspace) before the deadline. If you have done so, there will be no penalty, so long as the assignment is received by 8:30 A.M. on 15 March.

This assignment may be submitted on Brightspace or in hardcopy, either in class or 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. Any assignments submitted to the offices of the Department of Political Science or the School of Journalism and Communication (or anywhere other than to my office or to me personally) will be assessed a 100 per cent late penalty.

If you have not submitted the assignment or uploaded a document to Brightspace by the deadline, you will receive a zero for the assignment.

Assignments submitted on time may be revised and resubmitted, so long as the revised version is received by 12 April.

News Conference Simulation

Students will be divided into groups to simulate a news conference in class on 22 or 29 March. You will be given opportunities during class time to plan for the simulation but should also expect to spend time outside of class working with your fellow group members. Afterward, you will be asked to submit a confidential review of your contribution and the contribution of your fellow group members to the news conference. Your grade will be based on the quality of your group's news conference, your contribution to the group (according to your own assessment and that of your peers), and your review of your peers.

Framing Assignment

Write 1250–1500 words analyzing the two main competing sides in an election or referendum campaign and explaining how each side attempted to frame itself, its opponent, and the election

issues. Did each side follow George Lakoff's guidelines for framing? Was the successful side the one that was better at framing? Do not choose the 2016 US presidential election, which will be discussed in class.

Your assignment has to be based on evidence. Your sources will be any communication that a campaign used to frame an issue, party, or individual, including:

- statements quoted in newspaper or magazine articles,
- remarks reported on radio or television,
- advertisements (whether on television, Facebook, YouTube, or elsewhere),
- tweets, and
- information on campaign or party websites.

You are free to quote secondary sources (i.e., journalists or scholars who are giving their views on the campaign) but most of your information should come from primary sources (material from the campaign or the candidate).

The assignment will be marked according to the following criteria:

- Understanding – The assignment should show an understanding of the concept of framing as explained in the Lakoff book. You must show that you understand the book, if only in the way you discuss the election or referendum that you have chosen to examine.
- Research – The assignment should be based on extensive research.
- Argument – The assignment should answer the question about whether the successful side was the one that had made better use of framing techniques. The answer to this question should be convincing and based on evidence.
- Presentation – The assignment should look and sound like it was prepared by a professional. It should be written in a clear and logical style. It should be free of grammatical and typographical errors. The sources should be cited in an appropriate style. The assignment should be formatted according to the guidelines in the course outline and style guide.

Feedback on your assignment will be provided in whichever form you prefer:

1. you may receive a grade and general comments, which will be posted on Brightspace; or
2. you may have a hardcopy of the assignment returned with a grade, general comments, and corrections in the text. If you choose this option, submit a hardcopy in addition to uploading the document on Brightspace.

Please indicate your choice on the first page of your assignment (e.g., "Grading Option 1"). If you do not indicate a preference, I will assume that you have chosen option 1.

The assignment must be submitted on Brightspace no later than 8:30 A.M. on 5 April. You would be wise to complete the assignment well before that time in case you encounter a last-minute crisis preventing you from submitting it.

If you are going to submit the assignment late, you must let me know in writing (in a document uploaded to Brightspace) before the deadline. If you have done so, there will be no penalty, so long as the assignment is received by 12 April, which is, according to university regulations, the last day that term work may be submitted.

If you have not uploaded a document to Brightspace (either the assignment or a document explaining that you will submit the assignment late) by the deadline, you will receive a zero on the assignment.

Ethics and Defamation Case Studies

You will be divided into your groups for two in-class case studies, one on ethics (25 January) and one on defamation (1 March). You will be evaluated on the quality of your group's conclusion and on your contribution to the group. For each case study, you should read the material posted on Brightspace before class and should be prepared to discuss the case with your colleagues in the second half of class, after the lecture.

For the defamation case, you will function as a panel of judges to rule on the case: is it libel or not? You should try to come to a unanimous ruling. If you cannot agree, you may break into two groups, producing a majority and a minority ruling. For the ethics case, you will provide an opinion on whether the protagonist acted ethically or not.

Examination

The examination is worth 35 per cent of your course grade and will cover material from the lectures, the book, and other course readings. The exam will be three hours in length.

The exam is a test of your mastery of the course material. It is not an exercise to see how clever you are or how much you knew before you took this course. On the examination, you must engage with the course content, directly confronting the readings and lectures. If you disagree with the course material, you must explain why, offer an alternative interpretation, and provide evidence to support your view. You cannot simply ignore some or all of the course material.

Exam questions must be answered. They are not simply themes for you to discuss in general terms. If a question includes sub-questions, you must answer all of them.

Here are some exam questions: (1) In politics, what is strategic communications? What makes it strategic? (2) During the 2016 US presidential election, the pundits told us that Donald Trump was breaking all the rules of political communications. Yet Trump won the election. How do you explain this paradox? (3) In a short essay, explain the concept of reverse onus in defamation law. What are the various defences?

Professional Conduct

Professional conduct is an essential skill for anyone who works in a political office. Students who do not develop a sense of professionalism by the time they graduate have trouble finding and holding rewarding and well-paying jobs. They also diminish the university's reputation among employers, in turn hurting the employment prospects of other alumni.

Your professional conduct grade will be based on your professional comportment, including these factors:

- Have you followed the instructions in the course outline? This includes consulting the course outline before sending questions by e-mail.
- Have you demonstrated respect for guest speakers, classmates, and the instructor by arriving on time?
- Have you responded promptly to e-mails (within 24 hours, not including weekends or holidays), if a response is required?
- Have you attended all classes or, in the case of serious illness or death in the family, notified the instructor before class that you will be absent?
- Have you completed all the required readings?

The course outline is one of the mandatory readings for the course. Once you have finished reading it, please send me an e-mail telling me that you have done so.

Student Success

Successful students generally:

- read the course outline carefully and refer back to it frequently;
- manage their time effectively (leaving enough time for assignments, allocating 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).

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).

Schedule

Last revised 30 December 2021
(subject to change to accommodate guest speakers)

If you are unable to attend a class, please contact me by e-mail (before the lecture if possible, or, if not, soon afterward). If you would like, I could briefly summarize what you missed and any important announcements that were made in class. I might also be able to suggest materials that

you could read to make up for your absence.

Please show up by 8:35 a.m. for classes, including classes that are held online. Online classes will begin two or three minutes after 8:35 a.m., after I have admitted everyone. I will not admit students to the class while I am speaking (I am not an effective multitasker), so if you are late, you may have to spend some time in the waiting room.

In January, classes will be online. Please leave your video on during online classes. Use this link to join the class: carleton-ca.zoom.us/j/94699099619.

Date	Topics	Readings
11 January	Introduction to the Course and the Concept of Political Management Introduction to Strategic Communications On Message: A Case Study	The course outline and style guide.
18 January	The Trump Paradox	
25 January	Ethics Speech Analysis I due	Ethics case study. (Brightspace)
1 February	Political Psychology Writing Speeches Guest: Elana Aptowitz, head of the speechwriting unit, Department of National Defence	To be announced.
8 February	Writing in a Political Context Speechwriting Techniques Speech topic to be assigned	To be announced.
15 February	Optional discussion of the Lakoff book (see “Book” above) Speech Analysis II due	
22 February	Winter Break – No Class	
1 March	Defamation Law Speech due	Defamation case study. (Brightspace)
8 March	Media Relations, part I Guest: Yaroslav Baran, fellow of the Clayton H. Riddell Graduate Program in Political Management and national strategic communications lead, Earncliffe Strategies Group work to prepare for news conference on 22 or 29 March	To be announced.
15 March	Media Relations, part II Group work to prepare for news conference on 22 or 29 March	To be announced.
22 March	News Conference Simulations	

Date	Topics	Readings
29 March	News Conference Simulations	
5 April	To be announced Framing Assignment due	To be announced
12 April	Government Relations Guest: Patrick Kennedy, principal, Earnscliffe Strategies, and former president of the Government Relations Institute of Canada	To be announced

Other

The following information is standard in course outlines at Carleton University:

Course standing: Standing in a course is determined by the course instructor subject to the approval of the faculty dean. This means that grades submitted by the instructor may be subject to revision. No grades are final until they have been approved by the dean.

Plagiarism: The University Academic Integrity Policy defines plagiarism as “presenting, whether intentionally or not, the ideas, expression of ideas, or work of others as one’s own.” This includes 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. Examples of sources from which the ideas, expressions of ideas, or works of others may be drawn from include but are not limited to books, articles, papers, literary compositions and phrases, performance compositions, chemical compounds, artworks, laboratory reports, research results, calculations and the results of calculations, diagrams, constructions, computer reports, computer code/software, material on the internet, and conversations. Examples of plagiarism include, but are not limited to:

- any submission prepared in whole or in part by someone else;
- using ideas, direct verbatim quotations, paraphrased material, algorithms, formulae, scientific or mathematical concepts, or ideas without appropriate acknowledgment in any academic assignment;
- using another’s data or research findings without appropriate acknowledgement;
- submitting a computer program developed in whole or in part by someone else, with or without modifications, as one’s own; and
- failing to acknowledge sources through the use of proper citations when using another’s works and/or failing to use quotation marks.

Plagiarism is a serious offence that cannot be resolved directly by 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. For an accommodation request the processes are as follows:

- **Pregnancy obligation:** 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. For accommodation regarding a formally-scheduled final exam, you must complete the Pregnancy Accommodation Form.
- **Religious obligation:** 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. For more details see carleton.ca/equity/focus/discrimination-harassment/religious-spiritual-observances.

- **Academic accommodations for students with disabilities:** The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with learning disabilities, psychiatric/mental health disabilities, attention deficit hyperactivity disorder, autism spectrum disorders, chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (if applicable).
- **Survivors of sexual violence:** As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and where survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit carleton.ca/equity/sexual-assault-support-services
- **Accommodation for student activities:** Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation will be provided to students who compete or perform at the national or international level. 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. See carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf