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 issues in the field of political management, including political communications, the role of political staff in the Canadian polity, and the use of psychology in campaigns and advocacy.

Evaluation

Speech Analysis I (due 24 January)	10%
News Conference Simulation (7 February)	10%
Speech Analysis II (due 28 February)	10%
Speech (due 14 March)	10%
Framing Assignment (due 28 March)	20%
Examination	40%

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

Textbook

There is one mandatory text 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 textbook at their own pace during the term, but are encouraged to do so early in the term. Reading the text is essential for writing the framing assignment and final examination.

News Conference Simulation

Students will be divided into groups to simulate a news conference in class on 7 February. 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. Your grade will be based on both 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 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 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, 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. The emphasis here is on your opinion. Do not try to guess what I want to hear. Do not make the assignment more complicated than it needs to be.

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).

The assignment is due no later than the beginning of class on 24 January. There is no late penalty, so long as the assignment is received by 7 February. If you are going to submit the assignment after 24 January, you must let me know that you are doing so by e-mail before the beginning of class on that date. Otherwise 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 the beginning of class on 4 April.

Speech Analysis II

Mark up the great speech that you selected early in the course, identifying the various techniques employed by the speechwriter, and submit it with a checklist that you will find on cuLearn. (An example of how to mark up the speech will be posted on cuLearn.) 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 28 February. There is no late penalty, so long as the assignment is received by 14 March. If you are going to submit the

assignment after 28 February, you must let me know that you are doing so by e-mail before the beginning of class on that date. Otherwise 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 the beginning of class on 4 April.

Speech

Write a speech of 750 to 1250 words on a topic to be assigned in class on 28 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 cuLearn.

The assignment is due no later than the beginning of class on 14 March. There is no late penalty, so long as the assignment is received by 28 March. If you are going to submit the assignment after 14 March, you must let me know that you are doing so by e-mail before the beginning of class on that date. Otherwise 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 the beginning of class on 4 April.

Framing Assignment

Write 1250–1500 words analyzing one of the following cases of political framing:
- Federal Politics
    - The federal Conservatives' framing of Justin Trudeau and the Liberals (since May 2017)
    - The federal Conservatives' framing of Andrew Scheer (since May 2017)
- Provincial Politics
    - The Ontario Liberals' framing of Patrick Brown and the Progressive Conservatives (since May 2015)
    - The Progressive Conservatives' framing of Kathleen Wynne and the Ontario Liberals (since May 2015)
    - The Ontario New Democrats' framing of Kathleen Wynne and the Ontario Liberals (since July 2014)
    - The Ontario Liberals' framing of Kathleen Wynne (since July 2014)
    - The BC Liberals' framing of Christy Clark (May 2014 to July 2017)
    - The BC Liberals' framing of John Horgan and the New Democrats (May 2014 to July 2017)
    - The NDP's framing of Christy Clark and the BC Liberals (May 2014 to July 2017)
- US Politics
    - The Trump White House's framing of Robert Mueller and the special counsel investigation (since May 2017)
    - The Roy Moore campaign's framing of Doug Jones (August to December 2017)
- British Politics
    - The Britain Stronger campaign's framing of Britain's possible withdrawal from the European Union (October 2015 to June 2016)

- o The Leave EU campaign's framing of Britain's possible withdrawal from the European Union (October 2015 to June 2016)
- o The Vote Leave campaign's framing of Britain's possible withdrawal from the European Union (October 2015 to June 2016)

Using evidence, you should explain how the party, campaign, or office tried to frame a particular issue, party, or individual. Was this effort at framing successful?

Your sources will be any communication that a party (or campaign or office) used to frame an issue, party, or individual, including:
- statements quoted in newspaper or magazine articles,
- remarks reported on radio or television,
- television advertisements,
- online videos,
- tweets, and
- party websites.

The assignment is due no later than the beginning of class on 28 March. There is no late penalty, so long as the assignment is received by 4:30 P.M. on 7 April, after which it will not be accepted. If you are going to submit the assignment after 28 March, you must let me know that you are doing so by e-mail before the beginning of class on that date. Otherwise you will receive a zero on the assignment.

Style

All assignments should follow the guidelines in the course style guide and any further instructions provided in class or on cuLearn.

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. 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 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. If you do not indicate a preference, I will assume that you have chosen option 1.

Examination

The examination is worth 40 per cent of your course grade and will cover material from the lectures, the textbook, 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 a test to see how clever you are or how much you knew before you took this course. On the examination, students must engage with the course content, directly confronting the readings and lectures. If you disagree with the course material, 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 an exam question includes sub-questions, you must answer all of them.

Here are some exam questions: (1) During the last 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? (2) Define political staff. How do political staffers differ from others working in Canadian politics and government? What is the role of political staff in the system? What functions do they perform? Are they necessary? (3) Political campaigns have long been interested in demographic information about voters. Increasingly, they are also interested in psychographic information. What is psychographic information? How might a political organization collect and make use of it? Why is it important?

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, 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).

Schedule
(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). 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
10 January	Introduction to the Course and the Concept of Political Management	
17 January	Strategic Communications	
24 January	Issues Management Group work to prepare for news conference on 7 February	Barry McLoughlin and Laura Peck, TransformLeaders.ca
31 January	Media Relations – Strategy and Tactics Group work to prepare for news conference on 7 February	Barry McLoughlin and Laura Peck
7 February	News Conference Simulation	Barry McLoughlin and Laura Peck
14 February	Speechwriting Reading: Robert Lehrman, *The Political Speechwriter's Companion: A Guide for Writers and Speakers* (Washington: CQ Press, 2010), 71–80. (cuLearn)	
21 February	Winter Break – No Class	
28 February	The Art of Why: Strategic Communications and Politics	Scott Reid, senior adviser and director of communications to Prime Minister Paul Martin
7 March	Politics and the Media	Jennifer Ditchburn, editor-in-chief of *Policy Options*, former journalist with the Canadian Press and CBC Television

14 March	The Trump Paradox	
21 March	An Introduction to Political Psychology Readings: "'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 research assistant to Prime Minister Jean Chrétien and advisor to Stéphane Dion, minister of intergovernmental affairs
28 March	To be announced	
4 April	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

Other

The following information in standard in course outlines in the Faculty of Public Affairs:

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 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:
- o   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;
- o   submitting a take-home examination, essay, laboratory report or other assignment written, in whole or in part, by someone else;
- o   using ideas or direct, verbatim quotations, or paraphrased material, concepts, or ideas without appropriate acknowledgment in any academic assignment;
- o   using another's data or research findings;
- o   failing to acknowledge sources through the use of proper citations when using another's works and/or failing to use quotation marks;
- o   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 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 more details see the Student Guide.

- 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 the Student Guide.

- Academic Accommodations for Students with Disabilities: The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), 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).