Please fill in all information. After all required signatures are obtained on page two, send to Research and Graduate Studies, Knoles Hall, 2nd Floor. Research and Graduate Studies will then forward to the Academic Affairs Committee, Office of the Provost, Anderson Hall, 2nd Floor.

### Date: March 2, 2006

**Select below**

- Addition: X
- Revision: 
- Deletion: 

**Contact Person:** Qingwen Dong  
**Department:** Communication  
**Phone:** 946-3044

<table>
<thead>
<tr>
<th><strong>School or College:</strong> COP</th>
<th><strong>Department:</strong> Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course Number:</strong> 295i</td>
<td><strong>Title:</strong> Graduate Seminar in Political Comm</td>
</tr>
<tr>
<td><strong>Minimum Number of Students:</strong> 10</td>
<td><strong>Units:</strong> 4</td>
</tr>
<tr>
<td><strong>Prerequisites:</strong> none</td>
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</tr>
</tbody>
</table>

**If replacing a course, old course title and number:**

**Catalog Description (attach additional paperwork if necessary):**  
This course covers the major theories for understanding media effects as well as the main methodological approaches to studying political communication. The course investigates how the poltical process has evolved along with the politicians' use of the media to communicate with the public.

**Please attach a syllabus.**

**What are the reasons for the new course (e.g., student needs, major, etc.), program changes or deletion of the program?**

The Department has revised its concentration areas and developed a new emphasis on political communication to better serve students and the College's and University's visions.

**If approved, when will this be implemented?** Fall X Spring Spring Year 2007
What is the anticipated impact on resources (faculty, funds, library, materials, etc.)
None
Describe any specific facilities or technology needs.
No specific request

APPROVAL PROCESS

1. Action by department requesting addition/change:
   Approved by: [Signature] Date: March 2, 2006

2. Action by the Curriculum and/or Graduate Studies Committee of the School/College:
   Approved by: [Signature] Date: 3/9/06

3. Action by the Dean of the School/College:
   Approved by: Maria Kelly Date: 3/20/06

4. Action by the Dean of the Library:
   Approved by: [Signature] Date: 5/12/06

5. Action by the Director of Educational Technology Services (if computer lab, software needed):
   Approved by: N/A Date: 

6. Action by the Registrar:
   Approved by: [Signature] Date: 5/19/06

7. Action by the Graduate Studies Committee (as appropriate):
   Approved by: [Signature] Date: 7/8/06

8. Action by the Academic Affairs Committee:
   Approved by: Date:

After approval by the Academic Affairs Committee, information regarding new, revised, or deleted programs and courses is sent to the Registrar for listing in or modifying the catalog.

Form revised 9/4/03
COMM 295i

POLITICAL COMMUNICATION SEMINAR

Instructor: Dr. Qingwen Dong
Office: New Comm Building #3
Office hours: M-F 10:40-12:00
E-mail: qdong@uop.edu

Class: Mondays 4-7:00p
Site:
Office hours: M-F 10:40-12:00
E-mail: qdong@uop.edu

Purpose

This course is designed to provide graduate students with a better understanding of the relationships between mass media and political institutions. Specifically, we would like to examine the role of mass media in political communication in the United States and abroad. We will investigate how the political process has evolved along with the politicians' use of the media to communicate with their constituencies. New communication technologies are also affecting the traditional one-way model of political communication. Therefore, the course will cover Internet and other new technologies to analyze their impact on the political communication process. The course will cover the major theories for understanding media effects as well as the main methodological approaches to studying political communication.

Textbooks

Required Book:

Recommended Books:


Requirements
This is a discussion-based course. Please come prepared to discuss the assigned readings and share your previous knowledge and experience with political communication. We will have one in-class exam during the semester based on the readings, lectures, and class discussions. The exam will include essay-type questions and test your understanding of basic theoretical assumptions dealing with political communication theories and methodologies and ability to apply concepts and ideas.

Attending class and participating in class discussions will be essential for your success. Each of you will be given the opportunity to lead our class discussion. I will have a list of topics that you can choose from early in the semester (first come, first serve). You will be responsible for researching your topic and finding relevant readings for your classmates. As this is a graduate level course, you are expected to work independently and be able to foster intellectual discussion and debate. I will be there to help, but this will be your time to shine. Each discussion leader needs to meet with me during regular office hours the week before their topic is due and bring selected readings to this conference meeting.

The final project is the culminating assignment in this class. This will be a group project involving a hands-on examination of the relationship between media, politics, and voters. You will be required to give an in-class presentation of the final project. Additional information about each assignment will be distributed in class. Deadlines are very important so please complete your assignments on time.

Grading
Grades will be assigned as follows:

Assignment Percentage

Midterm Exam 30%

Final Project 40%

Discussion Leader 20%

Attendance and Participation 10%

Total 100%
**Absences & missed assignments**

You are expected to attend class regularly. This is necessary since full participation is required in all class meetings. Once your project group is assigned, it is imperative that you attend all group meetings. Group members have a right to expel someone from the group if he/she is not attending meetings or doing the work that others are relying upon him/her to do. In those instances, the expelled person loses a grade on that assignment. No late work will be accepted.

**Honor Code statement**

The University Honor Code is an essential element in academic integrity. It is a violation of the Honor Code to give or receive information from another student during an examination, to use unauthorized source during an examination, or to submit all or part of someone else's work as one's own. If a student violates the Honor Code, the faculty member may refer the matter to the Office of Student Life. If found guilty, the student may be penalized with failure of assignment or failure of the course. The student may also be reprimanded or suspended from the University. A complete statement of the Honor Code may be found in the student handbook, Tiger Lore.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Get Acquainted. Introduction to the course</td>
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</tr>
<tr>
<td>Week 2</td>
<td>Theoretical Diversity in Political Communication</td>
<td>Ch. 1</td>
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<tr>
<td></td>
<td>Media effects overview</td>
<td>Ch. 3</td>
</tr>
<tr>
<td>Week 3</td>
<td>Gatekeeping</td>
<td>Ch. 11</td>
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<tr>
<td></td>
<td>Media – Government – Public</td>
<td>Ch. 2</td>
</tr>
<tr>
<td>Week 4</td>
<td>Priming</td>
<td>TBA</td>
</tr>
<tr>
<td></td>
<td>Spiral of Silence</td>
<td>Ch. 13</td>
</tr>
<tr>
<td>Week 5</td>
<td>Political Learning</td>
<td>Ch. 14</td>
</tr>
<tr>
<td>Week 6</td>
<td>Agenda-Setting</td>
<td>Ch. 10</td>
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<tr>
<td></td>
<td>Political Communication Abroad</td>
<td>Ch. 17 &amp; 18</td>
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<tr>
<td>Week 7</td>
<td>Framing</td>
<td>TBA</td>
</tr>
<tr>
<td></td>
<td>Social Capital and Political Socialization</td>
<td>Ch. 15</td>
</tr>
<tr>
<td>Week 8</td>
<td>Midterm Exam</td>
<td></td>
</tr>
<tr>
<td>Week 9</td>
<td>Discussion Leader: History of Democracy</td>
<td>TBA</td>
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<td></td>
<td>Discussion Leader: Media Bias and Media Power</td>
<td>TBA</td>
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<tr>
<td>Week 10</td>
<td>Discussion Leader: U.S. Political Process</td>
<td>TBA</td>
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<td></td>
<td>Discussion Leader: Politics and the Role of Community</td>
<td>TBA</td>
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<tr>
<td>Week 11</td>
<td>Discussion Leader: Political Knowledge</td>
<td>TBA</td>
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<td></td>
<td>Discussion Leader: Presidential Candidates</td>
<td>TBA</td>
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<tr>
<td>Week 12</td>
<td>Discussion Leader: Technology and Politics</td>
<td>TBA</td>
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<td></td>
<td>Discussion Leader: Political Participation</td>
<td>TBA</td>
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<tr>
<td>Week 13</td>
<td>Discussion Leader: Politics and Persuasion</td>
<td>TBA</td>
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<td></td>
<td>Discussion Leader: Measuring Public Opinion</td>
<td>TBA</td>
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Week 14  The Future of Political Communication
Week 15  Final Project Due/Presentations
Additional Reading:


