

COM 4930 Political Communication
Section 13CC
University of Florida
Dial Center for Written & Oral Communication
Fall 2020
Classroom Meeting: Zoom

Professor: Amy Martinelli, PhD

Office: Rolfs Hall 415 (but working remotely)

Email: acmart@ufl.edu (preferred communication, but any conversation about grades must be done on Canvas)

Office Hours held in Zoom Personal Meeting Room: <https://ufl.zoom.us/j/3097483865>

Tuesday 3:00-4:00pm

Thursday 4:00-5:00pm

And by appointment.

Zoom Meeting Information

Tuesdays, 10:40-11:30am

Zoom link: <https://ufl.zoom.us/j/91768006191?pwd=d1lxa3QxKzRsOWh5Z1dReWVlY0ZsUT09>

Zoom Meeting ID: 917 6800 6191

Passcode: 754412

Thursdays, 10:40-12:35pm

Zoom link: <https://ufl.zoom.us/j/99588739441?pwd=b0FPSVp3N25LbVRPSTA0Y2c1eERFdz09>

Zoom Meeting ID: 995 8873 9441

Passcode: 384715

Required Texts

Politicians and Rhetoric: The Persuasive Power of Metaphor 2nd edition, Jonathan Charteris-Black, Palgrave Publishing, 9780230251656 (ISBN)

Plus the readings and speeches assigned during the course.

COURSE DESCRIPTION

The language of persuasion looks both outwards and inwards: politicians promise a better future based on an evaluation of the current external reality, but they communicate this vision by activating deep-seated ideas, values and feelings that are hidden within the audience. Successful politicians are those who have credible stories to tell, who can involve us with the drama of the present by explaining what is right and wrong and who convince us that they are better than their opponents. This course explains how their use of metaphors and myths create credible and consistent stories that help us to understand the rhetorical means through which persuasion occurs.

As this course coincides with a Presidential Election year in the United States, students should expect that we will engage with recent examples of political communication.

This is an upper-level course. You will develop your critical thinking, your skills in rhetorical analysis, better understand metaphor and how it relates in society, as well as your own presentation skills.

Course Delivery: This course will consist of interactive lectures, discussions, activities, case studies, and guest lectures. This course will be held online synchronously, meaning we will meet twice a week, every week, using Zoom Technology. Attendance is required and lectures will not be recorded for the convenience of student schedules. As this is a class that requires discussion, it is expected that students be on time and in class, every time. I do not plan to regularly record lectures, although I may do so from time to time for evaluation purposes. I will not distribute a recorded version of lectures to ensure the sanctity of the academic information and to protect student privacy.

INSTRUCTOR EXPECTATIONS AND POLICIES

Attendance: You will be expected to attend every class session. You are allowed three excused **or** unexcused absences during the semester. Missing more than three classes may result in your failing the course. Missing an exam or presentation will result in the loss of all points for that exam or presentation. An excused absence is defined as one that can be documented in writing and is due to a medical problem with the student or immediate family, death in the student's immediate family, or an officially recognized university sponsored event.

Tardiness You will be expected to arrive at class on time. Tardiness is not acceptable and will result in a reduction of your grade. Two "lates" are the equivalent of one absence and you are permitted one unexcused absence. If you arrive late on the day of your speech presentation, you may not be permitted to deliver your speech that day. If you are tardy, notify the professor after class so the absence can be changed to tardy.

Assignments: All assignments are due on time during the class period. Writing assignments must be your original work and will not be accepted through email. A late writing assignment will be deducted 30% for each day it is late. Oral assignments, formal presentations, and exams cannot be made up. Late work is below average work.

Plagiarizing: Plagiarizing is a serious academic offense. If you are caught plagiarizing an assignment, you will receive a 0 for the assignment and an official UF written notice. Refer to the section on plagiarism in the UF Student Handbook.

Classroom Civility

We want to build a classroom climate that is comfortable for all. In a communication class, it is especially important that we (1) display respect for all members (classmates and instructor); (2) pay attention to and participate in all class sessions and activities; (3) avoid unnecessary disruption during class time (e.g., having private conversations, reading out of class material, doing out of class work, receiving cell phone calls or pagers, etc.); and (4) avoid racist, sexist, or other negative language that may unnecessarily exclude or affect members of the class. This is not an exhaustive list of behavior; rather, they represent the minimal standards that help make a classroom a productive place for all concerned. The University code for classroom behavior and academic misconduct will be enforced in this course.

COURSE EVALUATION & GRADING CRITERIA

Journal Entries	7x50(points each) Total 350 points
House Work: Film Analysis	50 points
House Work: Political Advertisement Analysis	50 points
Group Presentation	150 points
Comprehensive Final Exam	200 points
Class Participation and Discussion	200 points
TOTAL	1000 points

A	=	930-1000	A-	=	900-929			
B+	=	870-899	B	=	830-869	B-	=	800-829
C+	=	770-799	C	=	730-769	C-	=	700-729
D+	=	670-699	D	=	630-669	D-	=	600-629
F	=	599-						

RELIGIOUS HOLIDAYS

The University's policy on religious holy days as stated in the University Catalog and Student Handbook will be followed in this class. Any student may request to be excused from class to observe a religious holy day of his or her faith.

DISABILITY NOTICE

I understand that there is Office of Disability Services available to me should I need it. It is my responsibility to contact them to process my request to have my needs met. I need to follow their procedures as to proper notification to the instructor.

Tentative Course Schedule

While not anticipated, the schedule may change to accommodate unforeseen events.

WEEK ONE: Creating a Classroom Community

Tuesday, September 1

Introduction to course details, syllabus, rules, and regulations

Thursday, September 3

In Class Activity: Collaboratively Creating a Classroom Community: Our Standards and Expectations for Participation

Reading: "Willing to Be Disturbed" Margaret Wheatley (this will be provided in class):

https://ncs.uchicago.edu/sites/ncs.uchicago.edu/files/uploads/tools/NCs_PS_Toolkit_DPL_Set_B_WillingDisturbed.pdf

WEEK TWO: Small Groups and Movie Time

Tuesday, September 8

Students will be put into "Houses" that will be used throughout the semester for small group activities and the final group project. This weeks' tasks will be:

1. Come up with a group identity/name
2. Get to know one another
3. Select a film that you will watch and report on for next week's class

Thursday, September 10

Small groups will meet and watch their film together.

Assignment Due: Analyze the film paying attention to the political characters and nature.

WEEK THREE:
Let's talk politics!

Tuesday, September 15

Groups will report on their film discussion. Prepare a short (no more than 5 minutes) clip that will orient us to the film.

Thursday, September 17

Reading—Chapter 1: Persuasion Speech Making and Rhetoric

WEEK FOUR: The Power of Metaphor

Tuesday, September 22

Reading: Chapter 2: Metaphor in Political Discourse

Thursday, September 24

Historical and contemporary use of metaphor in political discourse

WEEK FIVE: Political Commercials and Advertisements

Tuesday, September 29

Small Group Work: In your Houses, students will be assigned political advertisements which they will watch together and analyze.

Homework: Watch the first Presidential Debate between Joe Biden and Donald Trump at 9pm. Take notes and be prepared to discuss.

Thursday, October 1

Assignment Due: Present Analysis of Political Advertisements

Discussion: First Presidential Debate

WEEK SIX: Presidential Communication

Tuesday, October 6

Reading: Chapter 6 Ronald Reagan

Homework: Watch Vice-Presidential Debate on Wednesday, Oct. 7. Take notes and be prepared to discuss.

Thursday, October 8

Discuss: In today's class we will discuss Chapter 6 and the Vice Presidential Debate

WEEK SEVEN: Presidential Communication

Tuesday, October 13

Reading: Chapter 8 Bill Clinton

Thursday, October 15

Assignment: Watch Presidential Debate tonight. Take notes and be prepared to discuss.

WEEK EIGHT: Presidential Communication

Tuesday, October 20

Reading: Chapter 10 George W. Bush

Thursday, October 22

Assignment: Watch final Presidential Debate. Take notes and be prepared to discuss.

WEEK NINE: Presidential Communication

Tuesday, October 27

Discussion: The Presidential/Vice Presidential Debates—What do we make of this political season?

Thursday, October 29

Reading: Chapter 11 Barack Obama

WEEK TEN: Presidential Communication

Tuesday, November 3: Election Day

Election Day. Go Vote. It's one of the most politically communicative acts you can take!

Thursday, November 5

Reading: Donald Trump's 2016 Election: Hall, Goldstein, and Ingram, "The hands of Donald Trump: Entertainment, gesture, spectacle." *Journal of Ethnographic Theory* 6(2): 7-100.

<http://dx.doi.org/10.14318/hau6.2.009>

WEEK ELEVEN: Political Outsiders

Tuesday, November 10

Reading: Chapter 12 Myth, Metaphor, and Leadership

Thursday, November 12

Watch: "The Times of Harvey Milk" (1984)

WEEK TWELVE: Political Outsiders

Tuesday, November 17

Discuss: "The Times of Harvey Milk" (1984)

Thursday, November 19

Watch: "Chisolm '72: Unbought and Unbossed" (2004)

WEEK THIRTEEN: INDEPENDENT STUDY

Tuesday, November 24

Discuss: "Chisolm '72: Unbought and Unbossed" (2004)

Thursday, November 26

Thanksgiving, No Class

WEEK FOURTEEN: Final Presentations

Tuesday, December 1

Group Presentations

Thursday, December 3

Group Presentations

WEEK FIFTEEN: Final Presentations

Tuesday, December 8

Group Presentations

WEEK SIXTEEN:

Thursday, December 17

Final exam due by 5pm