

**Communication Studies 449 - Political Persuasion**  
**College of Communication and Information**  
**The University of Tennessee**

**Fall 2016**

**Thursday, 5:45 p.m. – 8:35 p.m.**

**Instructor: Dean Rice**

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*Communication Studies 449, Political Persuasion* examines the strategic role of persuasive communication within the context of a political campaign with an emphasis on targeted message development.

**Instructor Information:**

Dean Rice  
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**Office Hours:** By Appointment

**Attendance**

**Policy:** **Attendance is required.** Each student, however, is allowed one (1) unexcused absence. Each additional unexcused absence will result in a reduction in the student's final grade.

**Special Circumstances and Religious Holidays**

Students who have a disability that requires accommodation(s) should contact the Office of Disability Services (974-6087) to discuss their specific needs. No informal accommodations (i.e., those that are not derived from the student's consultation with the Office of Disability Services) that affect the academic integrity of the course can be made.

Alternative scheduling arrangement may be made for students who observe religious holidays that conflict with our scheduled classes. Such alternative scheduling is not guaranteed, and students seeking such accommodations must discuss that with the instructor as soon as possible.

**Academic Honor Code**

The University of Tennessee Honor Statement is found in the Student Handbook:

An essential feature of the University of Tennessee is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the university, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.

Each student is responsible for his/her own personal integrity in academic life. While there is no affirmative duty to report the academic dishonesty of another, each student, given the dictates of his/her own conscience, may choose to act on any violation of the Honor Statement. Each student is responsible for knowing the terms and conditions of the

**Honor Statement**

Students are also responsible for any act of plagiarism. Plagiarism is using the intellectual property or product of someone else without giving proper credit. The undocumented use of someone else's words or ideas in any medium of communication (unless such information is recognized as common knowledge) is a serious offense, subject to disciplinary action that may include failure in a course and/or dismissal from the university.

**Grades:**

Grades are based on individual as well as group assignments. The course is based on a 1000-point system that will be broken down as follows:

<b><u>Assignment</u></b>	<b><u>Points</u></b>	<b><u>Percent of Final Grade (%)</u></b>
□ Campaign Plan		
○ Part I - Framework -	120 points	12.0
○ Part II - Strategy -	50 points	5.0
○ Part III - Theme -	50 points	5.0
○ Part IV - Message -	50 points	5.0
○ Part V - Objectives -	35 points	3.5
○ Part VI - Tactics -	00 points	0.0
○ Part VII - Timeline -	25 points	2.5
○ Complete Plan -	40 points	4.0
□ Speech 1-	100 points	10.0
□ Speech 2 -	100 points	10.0
□ Speech 3 -	150 points	15.0
□ Group Presentation -	35 points	3.5
□ Media Release 1 -	25 points	2.5
□ Media Release 2 -	35 points	3.5
□ Media Release 3 -	35 points	3.5
□ Mock Radio Ad -	50 points	5.0
□ Mock Mail (2) -	50 points	5.0
□ Presidential Campaign Analysis -	75 points	7.5

**Grading Scale:**

A+	=	1000 – 970 points	or	100 – 97 percent
A	=	969 - 940 points	or	96 – 94 percent
A-	=	939 – 900 points	or	93 – 90 percent
B +	=	899 – 870 points	or	89 – 87 percent
B	=	869 - 830 points	or	86 – 83 percent
B -	=	829 – 800 points	or	82 – 80 percent
C +	=	799 – 770 points	or	79 – 77 percent
C	=	769 – 730 points	or	76 – 73 percent
C -	=	729 – 700 points	or	72 – 70 percent
D +	=	699 – 670 points	or	69 – 67 percent
D	=	669 – 630 points	or	66 – 63 percent
D -	=	629 – 600 points	or	62 – 60 percent
F	=	less than 600 points	or	below 60 percent

**Assigned Work:** All work assigned is due on the date stated in class. **Assignments turned in late will receive a 25% reduction in grade per class for the first two classes it is late. After two classes, the assignment will receive no credit without an approved reason.**

**Group Work:** This course requires group interaction and participation. **All students will be expected to fully participate in each group project.** Although time will be allotted for group work during certain class periods, successful completion of some assignments will require students to meet outside of the designated class period. Members of each group will be expected to coordinate a time and location for such meetings that facilitates the highest degree of participation possible. **The lack of participation by a student in the completion of group assignments will be reflected in that student's grade.**

## Weekly Summary

(Due to the nature of class participation, the dates given for specific discussions and assignments may be adjusted.)

**Wk 1:** **AUGUST 18, 2016**  
**Course Introduction and Overview of Political Persuasion**

**Wk 2:** **AUGUST 25, 2016**  
**Developing a Campaign Framework**

Assignment –  
1. Begin research for the Framework section based on the initial class discussion.  
2. Prepare Candidate Bio and Profile

**Wk 3:** **SEPTEMBER 1, 2016**  
**Developing the Framework – CLASS WORK**

**Wk 4:** **SEPTEMBER 8, 2016**  
**Determining the Strategy**

Assignment Due - **Framework  
Candidate Bio and Profile**

Assignment - **Strategy**

**Wk 5:** **SEPTEMBER 15, 2016**  
**Developing a Theme**

Assignment Due – **Strategy**

Assignment –  
1. Theme Assignment  
2. Media Release 1  
3. Prepare Group Presentation – Introduction of the Theme

**Wk 6:** **SEPTEMBER 22, 2016**  
**Developing Messages**

Assignment Due –  
1. **Theme**  
2. **Press Release 1**  
3. **Group Presentation - Theme**

Assignment –  
Message Assignment  
Speech 1

**Wk 7:** **SEPTEMBER 29, 2016**  
**Developing Objectives**

Assignment Due – **Message Assignment  
Speech 1**

Assignment –  
1. Objectives Assignment  
2. Speech 1 – Message Speech

**FALL BREAK** **OCTOBER 6, 2016**

**Wk 8:** **OCTOBER 13, 2016**

**Defining available Tactics**

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|------------------|--|
| Assignment Due – | <b>1. Defined Objectives</b>                     |
| Assignments –    | 1. Tactics Assignment<br>4. Mock Radio 1 – Group |

**Wk 9:**

**OCTOBER 20, 2016**

**Implementing Tactics and Third Party Persuasion**

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|-------------------|---|
| Assignments Due – | <b>1. Tactics</b><br><b>2. Mock Radio 1</b>                       |
| Assignment -      | 1. Speech 2 (Endorsement Speech)<br>2. Direct Mail 1 – Individual |

**Wk 10:**

**OCTOBER 27, 2016**

**Developing a Timeline**

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|------------------|--|
| Assignment Due – | <b>1. Speech 2 – Endorsement Speech</b><br><b>2. Direct Mail 1</b> |
| Assignment –     | Timeline Assignment  |

**Wk 11:**

**OCTOBER 27, 2016**

**Flexibility and Earned Versus Paid Media**

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|------------------|---|
| Assignment Due – | <b>Timeline</b>   |
| Assignment -     | Prepare for Candidate Forum<br>Media Release 2<br>Direct Mail 2 |

**Wk 12:**

**NOVEMBER 3, 2016**

**Candidate Forum**

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|------------------|--|
| Assignment Due - | <b>Media Release 2</b><br><b>Direct Mail 2</b> |
| Assignment -     | Mock Radio 2<br>Speech 3 - GOTV                |

**Wk 13:**

**NOVEMBER 10, 2016**

**GOTV Speeches**

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|------------------|---|
| Assignment Due - | <b>1. Mock Radio 2</b><br><b>2. Speech 3 – GOTV Speech</b><br><b>3. Final Plans</b> |
|------------------|---|

**Wk 14:**

**NOVEMBER 17, 2016**

**FINAL SPEECHES**

- |                  |                              |
|------------------|------------------------------|
| Assignment Due – | <b>1. Final plan - Group</b> |
| Assignment -     | Campaign Analysis            |

**THANKSGIVING**

**NOVEMBER 24, 2016**

**Wk 15:**

**DECEMBER 1, 2016**

**TBD**

<b>Date Due</b>	<b>ASSIGNMENT</b>	<b>T.Pts.</b>	<b>G.Pts.</b>	<b>I.Pts.</b>	<b>Group Points Received</b>	<b>Individual Points Received</b>
	<b>FRAMEWORK Group</b>	<b>120</b>				
			<b>120</b>			
	<b>STRATEGY</b>	<b>50</b>				
			<b>50</b>			
	<b>THEME</b>	<b>50</b>				
	Group		<b>50</b>			
	<b>MESSAGE</b>	<b>50</b>		<b>50</b>		
	<b>OBJECTIVES</b>	<b>35</b>				
	Summary -		<b>5</b>			
	Objective 1 -			<b>15</b>		
	Objective 2 -			<b>15</b>		
	<b>TACTICS</b>					
	See Radio Ad					
	See Direct Mail					
	<b>TIMELINE</b>	<b>25</b>	<b>25</b>			
	<b>COMPLETE PLAN</b>	<b>40</b>	<b>40</b>			
	<b>GROUP PRESENTATION - THEME</b>	<b>35</b>	<b>35</b>			
	<b>SPEECH 1</b>	<b>100</b>		<b>100</b>		
	<b>SEECH 1 ANALYSIS</b>					
	<b>SPEECH 2</b>	<b>100</b>		<b>100</b>		
	<b>SPEECH2 ANALYSIS</b>					
	<b>SPEECH 3</b>	<b>150</b>		<b>150</b>		
	<b>SPEECH 3 ANALYSIS</b>					
	<b>RELEASE 1</b>	<b>25</b>	<b>25</b>			
	<b>RELEASE 2</b>	<b>35</b>		<b>35</b>		
	<b>RELEASE 3</b>	<b>35</b>		<b>35</b>		
	<b>RADIO</b>	<b>50</b>	<b>50</b>			
	<b>DIRECT MAIL</b>	<b>25</b>		<b>25</b>		
	<b>CAMPAIGN ANALYSIS</b>	<b>75</b>		<b>75</b>		
	<b>TOTAL POINTS</b>	<b>1000</b>	<b>455</b>	<b>545</b>		
	<b>ABSENSES</b>	<b>1</b>		<b>1</b>		