SOUTHEAST COMMUNITY COLLEGE
ARTS AND SCIENCES DIVISION
Humanities and Social Sciences
Revision Date: 07-01-23
Syllabus Statements

I. CATALOG DESCRIPTION

Course Number:	POLS2750/COMM2750
Course Title:	Political Communication
Prerequisite(s):	None
Corequisite(s):	Completion of COMM 1090, 1110, or 2810, and POLS1000 is recommended.
Catalog Description:	Study of the role and impact of communication in political campaigns, with an emphasis on communication strategies. This course explores historical and contemporary figures and their influence. Communication variables important in the political process, an application of communication theory and principles of political rhetoric, are coupled with analysis and criticism of selected political events. This course cannot fulfill the SCC general education oral communications requirement.
Credit Hours:	3.0
Class Hours:	45
Lab Hours:	0
Total Contact Hours:	45

II. COURSE OBJECTIVES: *Course will*:

A. Develop in the student an awareness of the communication receiver(s) and to apply critical thinking skills necessary regarding American national political elections.
B. Expand interpersonal and group interaction skills.
C. Develop in the student an understanding of communication theory and its application in various communication activities.
D. Enhance in the student an understanding of communication theory and its application in various communication activities.
E. Stimulate student civic engagement through Twitter.
F. Examine the underlying theories which form American ideologies demonstrated in the political speech and rhetoric.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

A. Student Learning Outcomes: *Student will be able to*:
- **1**. Conduct receiver analysis and communication adaptation
- **2**. Demonstrate an ability to use active listening skills
- **3**. Evaluate effective verbal and physical delivery skills
- **4.** Provide focused and accurate feedback to classmates
- **5**. Apply critical thinking skills to the analysis of messages
- **6.** Evaluate political messages used in Twitter and various websites

B. General Education Learning Outcomes
- **1.** GELO 3: Critical Thinking & Problem Solving
  - Outcome: Collect, identify, interpret and analyze data.
  - Outcome: Synthesize information to arrive at reasoned solutions to problems.
  - Outcome: Evaluate ideas presented in writing, medial, speech, or artistic presentations.
  - Outcome: Evaluate the validity of arguments, alternatives, data, outcomes, and/or impacts of actions.
  - Outcome: Acquire and integrate knowledge and construct relationships across disciplines.

IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)

A. Communication Process
- **1**. Communication networks in organizations
- **2**. Communication culture
- **3**. Principles of communication

B. Listening Skills
- **1**. Listening vs. hearing
- **2**. Barriers to effective listening
- **3.** Active vs. passive listening
- **4**. Critical thinking
- **5**. Providing feedback
- **6**. Improving listening ability

C. Political Process
- **1**. Message
- **2**. Psychological/emotional influence
- **3**. Persuasion

D. Political Ideologies
- **1**. Policy alternatives
- **2.** Party affiliations
- **3.** Party platforms

E. Receiver Analysis
- **1**. Demographic description
- **2**. Identifying needs
- **3**. Analyzing context
- **4**. Adapting the message

F. Research Skills
- **1**. Finding source materials
- **2**. Elements of source quality
- **3**. Verbal source citation
- **4**. Writing a bibliography

G. Media Influence and bias
- **1**. Liberal
- **2**. Conservative
- **3**. Agenda Setting and
- **4**. Public opinion

H. Candidate Image & Staging
- **1**. Archetypes
- **2**. Advertisements through Twitter, websites, print, radio, TV

I. Political Speech Content
- **1**. Verbal and Nonverbal Communication
- **2**. Denotative and connotative meaning
- **3**. Rhetorical Style
- **4**. Adapting language to the event and/or audience

J. Presentation Delivery
- **1**. Vocal delivery
- **2**. Physical delivery

K. Persuading Presidential Bully Pulpit
- **1**. Defining persuasion
- **3**. Applying principles and strategies of persuasion
- **4**. Analyzing messages
- **5**. Evaluating ethical behavior and responsibility

6. Recognizing fallacies in reasoning

V. INSTRUCTIONAL MATERIALS

A. Other Resources:

1. Internet and printed media, such as: American Rhetoric, National Archives, C-Span, Vital Speeches of the Day, Twitter

2. Supplemental Handouts, videos, etc. supplied by instructor

VI. METHODS OF PRESENTATION/INSTRUCTION

Methods of presentation typically include a combination of the following:

A. Lecture
B. Group discussion and activity
C. Class discussion
D. Guest speakers and/or videos
E. Computer lab work
F. On-line resources (LMS)

VII. METHODS OF EVALUATION

Methods of evaluation typically include a combination of the following:

A. Evaluation of political speeches
- **1**. Individual presentation(s)
- **2**. Group presentation(s)

B. Tests
C. In-class activities
D. Written assignments
- **1**. Candidate Fact Sheet
- **2**. Twitter postings
- **3**. Campaign message analysis
- **4**. Current campaign event analysis based upon advertisements
- **5**. Final Paper Comparative Speech Analysis
- **6**. Final Paper Comparative Speech Analysis Presentation

E. Attendance
F. Class participation
G. Group participation
H. SCC GRADING SCALE

A+	95-100	C+	75-79	F	59 or less
A	90-94	C	70-74		
B+	85-89	D+	65-69		
B	80-84	D	60-64		

VIII. SPECIFIC COURSE REQUIRMENTS

None