

# Campaign Politics

Political Science 4515, Spring 2015

MWF: 10:10-11:00, Baldwin 305

Instructor: Justin Norris

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Office Hours: TBA

## Course Overview & Goals

Political campaigns are an integral part of the American political system. Within a competitive and dynamic system campaigns determine who will come to power and govern within the separation of powers system. Consequently, campaigns are constant in American politics. As soon as one election cycle ends, another begins. Students in this class will develop a comprehensive understanding of American political campaigns, from both a theoretical and practical perspective. The class will focus on both presidential and congressional nomination campaigns, as well as presidential and congressional general election campaigns. By the end of the semester, students will better understand the processes of campaigns, the impact of different campaign events, the influence of rules and procedures, the role of the media, and some of the different strategies and tactics campaigns use in elections.

## Required Texts

All texts are required, and can be found in the UGA bookstore or online.

Sides, John, Daron Shaw, Matt Grossman, and Keena Lipsitz. 2011. *Campaigns & Elections*. W.W. Norton & Company. (C&E)

Adkins, Randall E, and David A. Dulio, eds. 2012. *Cases in Congressional Campaigns: Riding the Wave*. New York: Routledge. (CCC)

Norrander, Barbara. 2010. *The Imperfect Primary*. New York: Routledge. (IP)

Holbrook, Thomas. 1996. *Do Campaigns Matter?* CA: Sage Publications (DCM)

Additional required Readings will be made available through access to eLC.

## **Student Responsibilities**

Students are expected to carefully read the assigned course materials before each lecture, regularly attend class, participate in class discussions, take exams at their appointed time, and turn in assignments on time.

I will not accept late assignments without a verifiable emergency or illness, in which case students will have five days to turn in the late assignment. Students shall turn in a physical copy of their assignment at the beginning of class the day the assignment is due. I will not accept an electronic copy of the assignment unless arrangements for which are made prior to the due date. There will be no makeup quizzes.

Students are expected to take exams on test day. Missed exams can be made up only if students have a verifiable excuse. If you know you will miss an exam, and can provide acceptable verification for your absence, arrangements for a makeup can be made.

Attendance is not mandatory, but your presence is necessary to earn an acceptable grade, and attendance is part of your participation grade. Students that miss class are responsible for what was covered. I will not provide notes from the lecture if you miss class.

Students are allowed to use electronic devices in class so long as it is not disruptive. You are adults, and if you want to spend class on Facebook, Reddit, Tumblr, or whatever else, that is your prerogative, but keep in mind that you are responsible for knowing the material.

Students shall be respectful of one another during in-class discussions. Students shall not bully their peers, or use derogatory language. Such behavior will not be tolerated.

If students have questions about the syllabus, or any of the class materials they are encouraged to ask questions.

## **Students with Disabilities**

Students with disabilities that have been certified by the UGA Disabilities Services office will be accommodated according to university policy. For more information, contact Disabilities Services at 542-8719.

## Academic Honesty

Students are expected to maintain academic integrity in all of their course related work. Cheating, plagiarism, and dishonesty will not be tolerated. Students are responsible for familiarizing themselves with University policies related to academic honesty, which are posted here: <http://www.uga.edu/honesty/>. Penalties for violating these policies are severe, and ignorance of said policies is not an acceptable excuse.

## Course Grade

Your course grade is based on your performance in the following components:

- Attendance & Participation 10%
- Assignments and/or Quizzes 10%
- Midterm Exam 25%
- Final Exam 25%
- Research Paper 30%

The midterm exam will take place during regular class time. The final exam will take place during the university proscribed test period.

Final course grades are assigned as follows:

- 100-93: A, 90-92: A-
- 87-89: B+, 83-86: B, 80-82: B-
- 77-79: C+, 73-76: C, 70-72: C-
- 60-69: D
- 0-59: F

## Tentative Schedule

**Note: topics and dates subject to change**

### Week 1: Introduction

*Readings:*

IP Chapter 1

C&E Chapters 1 & 5

**Week 2: Nominations**

*Readings:*

IP Chapter 2

C&E Chapter 2 & pp. 214-224

1/16: NO CLASS (SPSA Conference)

**Week 3: Primaries & Alternative Voting**

1/19: NO CLASS (MLK Day)

*Readings:*

IP Chapters 3-5

Caucus Simulation

**Week 4: Campaign Finance**

*Readings:*

C&E Chapter 4

CCC Chapter 4

**Week 5: Do Campaigns Matter?**

*Readings:*

DCM Chapters 1-3

**Week 6: Do Campaigns Matter?**

*Readings:*

DCM Chapters 4-5

**Week 7: Do Campaigns Matter?**

*Readings:*

DCM Chapters 6-7

**Week 8: Forecasting, Campaign Effects, and Midterm Exam**

*Readings:*

Campbell (eLC)

Hillygus & Shields (eLC)

Forecasting Recap 2012 (eLC)

2/27: MIDTERM EXAM

**Week 9: The Media and the Campaign**

*Readings:*

C&E Chapter 7

CCC Chapter 13

Making Sense of the Media (eLC)

**Week 9: Spring Break**

NO CLASS (Have Fun!!)

**Week 10: Going Negative**

*Readings:*

Going Negative Chapter 5 (eLC)

Beyond Incivility (eLC)

3/19 WITHDRAWAL DEADLINE

**Week 11: Congressional Elections**

*Readings:*

CCC Chapters 3 & 5

**Week 12: Congressional Elections**

*Readings:*

CCC Chapters 2 & 10

**Week 13: Political Parties**

*Readings:*

C&E Chapter 6

CCC Chapters 8 & 14

**Week 14: Local Elections**

*Readings:*

C&E Chapter 10

4/15 & 4/17 NO CLASS (MPSA Conference)

**Week 15: Where Do We Go From Here?**

*Readings:*

C&E Chapter 12

MacManus (eLC)

**Week 16: Tying Up Loose Ends**

4/27 Review, and last day of class

4/28 Reading Day

**Final Exam: April 29, 8-11 am**