

University of Western Ontario: Department of Political Science

POLITICAL SCIENCE 4209G/9767B

Political Strategy and Communication

Winter 2023

Mondays 11:30-1:30, 7200 SSC

Course Director: Dr. Adam Harmes,

Office: 7219 Social Science Centre (Political Science Dept., 7th Floor)

Office Hours: Mondays 2-3 or by appointment

aharmes@uwo.ca, cell: 416-346-4770

****A DETAILED COURSE OUTLINE IS POSTED ON THE OWL SITE****

Course Description

This course provides an advanced introduction to some of the practical skills involved in political campaigns including lobbying/advocacy campaigns by businesses and NGOs and election campaigns. It focuses on developing specific skills related to strategy, tactics, and communications using case studies and practically oriented assignments.

Course Learning Outcomes

By the end of the course, students will be able to: identify and apply key concepts related to political marketing; acquire and apply knowledge of political marketing research methods; and acquire and apply knowledge in various practically oriented media and communications skills

Course Structure

The course consists of 13 sessions of approximately 2 hours each. Classes will be a mix of interactive lectures, class discussions focused on the readings assigned for each week, as well as classroom exercises. All lecture PPT materials will be posted a few days before the relevant classes so students can review them and use them to assist with note taking.

Required Readings

All course readings are posted on the course OWL website in the 'Resources' folder and then the 'Readings' folder under their specific week. All readings in the folders are required readings.

Graduate students will also complete a book review assignment on one of the following 4 books which should be purchased through Amazon or Chapters as soon as possible:

Alex Marland. 2016. *Brand Command: Canadian Politics and Democracy in the Age of Message Control*. UBC Press.

Susan Delacourt. 2016. *Shopping for Votes: How politicians choose us and we choose them*. D & M Publishers, 2016.

Matt Price. 2017. *Engagement Organizing: The Old Art and New Science of Winning Campaigns*. UBC Press.

Darren Tromblay. 2018. *Political Influence Operations: How Foreign Actors Seek to Shape U.S. Policy Making*. Rowman & Littlefield.

Course Assignments

Undergrad Students

Weekly Homework	20%	
One Topic Introduction	10%	
Seminar Participation	20%	
Midterm	25%	27 February in class
Final Online Exam	25%	Exam Period

Grad Students

Weekly Homework	20%	
Two Topic Introductions	10%	
Seminar Participation	15%	
Midterm	20%	27 February in class
Final Online Exam	20%	Exam Period
Book Review	15%	Friday 24 March 11:55 pm

Assignment Due Dates

All assignments are due on OWL by 11:55 p.m. on the due date. After that, they will receive the late penalty designated for each assignment. All assignments must be submitted as PDF or Word files.

Sunday nights	Weekly homework as per the course topic schedule below
	The written portion of your Reading Introductions as per the assigned schedule posted on OWL
24 Mar (Friday)	Grad Student Book Review due on OWL
9 Apl (Sunday)	All weekly homework assignments submitted as a single document

Weekly Homework

For every class (except the first class), students must complete the weekly homework assignment based on the readings. Most weeks they will be 1 page, typed, single-spaced in length in sentence format with your name typed at the top. Each week's homework is listed in the weekly course schedule below. The main purpose of the homework is to demonstrate that you have read and engaged with or applied key points from the weekly readings.

Weekly homework is due on OWL by 11:55 p.m. on the day before the class. After that, each late submission will drop the overall grade by 2/100. All homework must be submitted as PDF or Word files. The weekly homework must be saved and then submitted as a single document to turnitin.com through the course OWL site by 11:55 p.m. on the day before the last class.

Students will receive comments on their first weekly homework only to ensure they understand what is expected. Homework will be graded as a whole at the end of the term based on:

- the amount of detail included from the readings etc.
- strong use of relevant quotes and page citations (no bibliography is required)
- showing good understanding and/or application of the concepts
- don't overthink the homework: just answer the homework and show that you've done and engaged with the readings

Topic Introductions

Each undergraduate student will write and present one 1 page, typed, single-spaced summary/analysis of one of the assigned topic based on the readings. Each graduate student will write and present two 1 page, typed, single-spaced summary/analysis of one of the assigned topic based on the readings.

Specific topics/dates will be assigned at random and a list will be posted on the OWL site one week before the first introductions at the end of January. Students can only swap introductions if they must miss the assigned class due to an accommodation.

In the seminar class, the student will introduce the reading in a 5 minute informal presentation based on their written analysis. These introductions will be verbal only (no PowerPoints or standing in front of the class). You will only be marked on content and NOT presentation style.

Seminar Participation

Participation grades will be based on active participation in class discussions and exercises. For every class, your participation will be assessed as zero, low, medium, or high based on the quantity and quality of your contributions. These assessments will then be used to determine an overall participation mark relative to the rest of the students. Therefore, if your participation is average compared to the other students over the whole of the course, you will receive an overall participation grade of B+. If your participation is above or below the average compared to the other students, you will receive an overall participation of above or below B+. For example, perfect attendance with low participation will result in a low B grade. Attendance will be taken and participation marks will be deducted for any classed missed without a documented accommodation.

Mid-Term Exam

The midterm exam will occur in-person during the scheduled class time. Students with a formal accommodation to write the exam separately and/or with longer time must register with Accessible Education as soon as possible. If you miss their registration deadline, you will have to write the exam with the rest of the class.

It will be a 1 hour exam with 50 multiple choice questions based on all the readings and PowerPoints before the midterm. A brief study guide with points of what to study and example questions will be posted one week before the midterm. If you keep up with the readings and PowerPoints, attend class, and make a decent effort at studying you will be well prepared.

Accessibility Accommodations

- Students with a formal accommodation to write the exam separately and/or with longer time

etc. must be registered with Accessible Education.

- You will write the exam with them and not with the rest of the class. They will tell you where you write. If you have not heard from them, make sure you contact them.
- We are not able to provide extra time or other accommodations in the main exam.
- Having the ‘flexibility with assignment deadlines’ accommodation does not apply to the date you write the exam.

Make-Up Exam

- All requests for medical or compassionate extensions must go through academic counseling only. The course instructor will not grant any extensions.
- Exams cannot be written early under any circumstances.
- If you miss the main exam without an accommodation, you will receive a grade of zero.
- The format for the make-up exam is exactly the same as for the main exam and it will cover the exact same material as the main exam and no more.
- Any make-up exam will be scheduled as soon as possible based on student and professor schedules.
- If you miss the make-up exam without a further accommodation, you will receive a grade of zero.
- If you miss the make-up exam with an accommodation, it will be replaced with a significant written assignment based on all the lectures and readings covered on the midterm.
- Under no circumstances will you be allowed to miss the midterm and have your other grades reweighted.

Final Online Exam

This will be an open book, online exam held on a time and date to be determined by the Registrar’s Office during the scheduled exam period. The course instructor has no control whatsoever over the time and date of the exam. It will be a 50 minute exam with 50 multiple choice questions.

As with an in-person exam, the online exam must be written at the set time. Students with accommodations for extra time will have a longer time to write the exam. All requests to write a make-up exam must go through academic counseling only. Also, given the constraints of the course, it is not possible to write the exam early.

The exam questions will be multiple choice (and linear) and will cover all the readings and PowerPoints after the midterm. A brief study guide with points of what to study and example questions will be posted one week before the exam. If you keep up with the readings and PowerPoints, attend class, and make a decent effort at studying you will be well prepared.

As with the midterm, all requests for medical or compassionate extensions must go through academic counseling. Make-up examines will be scheduled for as soon as possible. Under no circumstances will you be allowed to miss the midterm and have your other grades reweighted

Book Review (Grad Students Only)

Each graduate student will complete a 6-8 typed double-spaced page analytical book review of one of the assigned books. The review should focus on summarizing key points from the book including using specific (and properly cited) quotations from the book. Here, you need to cover a good breadth of the book to show you have read it. The review should also discuss the relationship between the book and points discussed in class as well as make specific (and properly cited) references to the course readings where applicable. The review should also comment on how points

in the book could be applied to other types of campaigns and the broader ethical and political implications of some of the techniques or points mentioned.

Late reviews will be penalized at a rate of 3% per day including weekends/holidays to a maximum of 10%. Extensions will only be given for documented illnesses, emergencies, etc. and will not be given for workload.

WEEKLY COURSE SCHEDULE

Jan. 9	Course Introduction and the New Science of Politics
Jan. 16	The Components of Political Campaigns
Jan. 23	Election Campaign Strategy: Key Concepts
Jan. 30	Leadership Race Strategy: Positioning and Rules
Feb. 6	Election Campaign Strategy: The 2021 and Next Federal Elections
Feb. 13	Message Development
Feb. 20	Reading Week - No Class
Feb. 27	<u>MIDTERM EXAM DURING THIS CLASS TIME</u>
Mar. 6	Student Election Campaigns
Mar. 13	Lobbying Campaigns: Case Study of the Oilsands and Pipelines Campaign
Mar. 20	Direct Lobbying Tactics
Mar. 27	Crisis Management and Interviews
Apr. 3	Long Term Campaigns
Apr. 10	Social Media Advocacy, Influence Operations, and International Lobbying

APPENDIX TO UNDERGRADUATE COURSE OUTLINES DEPARTMENT OF POLITICAL SCIENCE

Prerequisite checking - the student's responsibility

"Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites."

Essay course requirements

With the exception of 1000-level courses, most courses in the Department of Political Science are essay courses. Total written assignments (excluding examinations) will be at least 3,000 words in Politics 1020E, at least 5,000 words in a full course numbered 2000 or above, and at least 2,500 words in a half course numbered 2000 or above.

Use of Personal Response Systems ("Clickers")

"Personal Response Systems ("clickers") may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else's clicker in class constitutes a scholastic offence,
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence."

Security and Confidentiality of Student Work (refer to current *Western Academic Calendar*
<http://www.westerncalendar.uwo.ca/>)

"Submitting or Returning Student Assignments, Tests and Exams - All student assignments, tests and exams will be handled in a secure and confidential manner. Particularly in this respect, leaving student work unattended in public areas for pickup is not permitted."

Duplication of work

Undergraduate students who submit similar assignments on closely related topics in two different courses must obtain the consent of both instructors prior to the submission of the assignment. If prior approval is not obtained, each instructor reserves the right not to accept the assignment.

Grade adjustments

In order to ensure that comparable standards are applied in political science courses, the Department may require instructors to adjust final marks to conform to Departmental guidelines.

Academic Offences

"Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:
http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Submission of Course Requirements

ESSAYS, ASSIGNMENTS, TAKE-HOME EXAMS MUST BE SUBMITTED ACCORDING TO PROCEDURES SPECIFIED BY YOUR INSTRUCTOR (I.E., IN CLASS, DURING OFFICE HOURS, TA'S OFFICE HOURS) OR UNDER THE INSTRUCTOR'S OFFICE DOOR.

THE MAIN OFFICE DOES NOT DATE-STAMP OR ACCEPT ANY OF THE ABOVE.

Attendance Regulations for Examinations

EXAMINATIONS/ATTENDANCE (Sen. Min. Feb.4/49, May 23/58, S.94, S.3538, S.3632, S.04-097) A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations: 1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year. 2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Absences from Final Examinations

If you miss the Final Exam, please contact the Academic Counselling office of your Faculty of Registration as soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a "Multiple Exam Situation" (e.g., more than 2 exams in 23-hour period, more than 3 exams in a 47-hour period).

Note: Missed work can *only* be excused through one of the mechanisms above. Being asked not to attend an in-person course requirement due to potential COVID-19 symptoms is **not** sufficient on its own. Students should check the Western website to see what directives for Covid are to be followed. Western has been and will continue to follow directives established by the Middlesex-London Health Unit. That directive will state whether students should or should not come to campus/class and any other requirements (e.g., masks are mandatory). Please check on your own and do not email the instructor, the Department Undergraduate Advisor/Coordinator or the Faculty of Social Science Academic Counselling Office.

Accommodation and Accessibility

Religious Accommodation

When a course requirement conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request accommodation for their absence in writing at least two weeks prior to the holiday to the course instructor and/or the

Academic Counselling office of their Faculty of Registration. Please consult University's list of recognized religious holidays (updated annually) at

<https://multiculturalcalendar.com/ecal/index.php?s=c-univwo>.

Accommodation Policies

Students with disabilities are encouraged to contact Accessible Education, which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The policy on Academic Accommodation for Students with Disabilities can be found at:

[https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic Accommodation_disabilities.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Accommodation_disabilities.pdf).

Academic Policies

The website for Registrarial Services is <http://www.registrar.uwo.ca>.

In accordance with policy,

https://www.uwo.ca/univsec/pdf/policies_procedures/section1/mapp113.pdf,

the centrally administered e-mail account provided to students will be considered the individual's official university e-mail address. It is the responsibility of the account holder to ensure that e-mail received from the University at their official university address is attended to in a timely manner.

During exams/tests/quizzes, no electronic devices (e.g. a phone, laptop, iPad) are allowed and must be powered down and stored out of reach.

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Computer-marked multiple-choice tests and exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

If a course uses remote proctoring, please be advised that you are consenting to the use of this software and acknowledge that you will be required to provide **personal information** (including

some biometric data) and the session will be **recorded**. Completion of a course with remote proctoring will require you to have a reliable internet connection and a device that meets the technical requirements for this service. More information about this remote proctoring service, including technical requirements, is available on Western's Remote Proctoring website at:

<https://remoteproctoring.uwo.ca>.

Support Services

Please visit the Social Science Academic Counselling webpage for information on adding/dropping courses, academic considerations for absences, appeals, exam conflicts, and many other academic related matters: [Academic Counselling - Western University \(uwo.ca\)](https://www.uwo.ca/academic_counselling/)

Students who are in emotional/mental distress should refer to Mental Health@Western (<https://uwo.ca/health/>) for a complete list of options about how to obtain help.

Western is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at

https://www.uwo.ca/health/student_support/survivor_support/get-help.html.

To connect with a case manager or set up an appointment, please contact support@uwo.ca.

Please contact the course instructor if you require lecture or printed material in an alternate format or if any other arrangements can make this course more accessible to you. You may also wish to contact Accessible Education at

http://academicsupport.uwo.ca/accessible_education/index.html

if you have any questions regarding accommodations.

Learning-skills counsellors at the Learning Development and Success Centre (<https://learning.uwo.ca>) are ready to help you improve your learning skills. They offer presentations on strategies for improving time management, multiple-choice exam preparation/writing, textbook reading, and more. Individual support is offered throughout the Fall/Winter terms in the drop-in Learning Help Centre, and year-round through individual counselling.

Western University is committed to a thriving campus as we deliver our courses in the mixed model of both virtual and face-to-face formats. We encourage you to check out the Digital Student Experience website to manage your academics and well-being: <https://www.uwo.ca/se/digital/>.

Additional student-run support services are offered by the USC, <https://westernusc.ca/services/>.

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence." (see Scholastic Offence Policy in the Western Academic Calendar).

Plagiarism Checking: "All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>)."

Multiple-choice tests/exams: "Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating."

Note: Information excerpted and quoted above are Senate regulations from the Handbook of Scholarship and Academic Policy. https://www.uwo.ca/univsec/academic_policies/index.html

PLAGIARISM*

In writing scholarly papers, you must keep firmly in mind the need to avoid plagiarism. Plagiarism is the unacknowledged borrowing of another writer's words or ideas. Different forms of writing require different types of acknowledgement. The following rules pertain to the acknowledgements necessary in academic papers.

A. In using another writer's words, you must both place the words in quotation marks and acknowledge that the words are those of another writer.

You are plagiarizing if you use a sequence of words, a sentence or a paragraph taken from other writers without acknowledging them to be theirs. Acknowledgement is indicated either by (1) mentioning the author and work from which the words are borrowed in the text of your paper; or by (2) placing a footnote number at the end of the quotation in your text, and including a correspondingly numbered footnote at the bottom of the page (or in a separate reference section at the end of your essay). This footnote should indicate author, title of the work, place and date of publication, and page number.

Method (2) given above is usually preferable for academic essays because it provides the reader with more information about your sources and leaves your text uncluttered with parenthetical and tangential references. In either case words taken from another author must be enclosed in quotation marks or set off from your text by single spacing and indentation in such a way that they cannot be mistaken for your own words. Note that you cannot avoid indicating quotation simply by changing a word or phrase in a sentence or paragraph which is not your own.

B. In adopting other writers' ideas, you must acknowledge that they are theirs.

You are plagiarizing if you adopt, summarize, or paraphrase other writers' trains of argument, ideas or sequences of ideas without acknowledging their authorship according to the method of acknowledgement given in 'A' above. Since the words are your own, they need not be enclosed in quotation marks. Be certain, however, that the words you use are entirely your own; where you must use words or phrases from your source, these should be enclosed in quotation marks, as in 'A' above.

Clearly, it is possible for you to formulate arguments or ideas independently of another writer who has expounded the same ideas, and whom you have not read. Where you got your ideas is the important consideration here. Do not be afraid to present an argument or idea without acknowledgement to another writer, if you have arrived at it entirely independently. Acknowledge it if you have derived it from a source outside your own thinking on the subject.

In short, use of acknowledgements and, when necessary, quotation marks is necessary to distinguish clearly between what is yours and what is not. Since the rules have been explained to you, if you fail to make this distinction your instructor very likely will do so for you, and they will be forced to regard your omission as intentional literary theft. Plagiarism is a serious offence which may result in a student's receiving an 'F' in a course or, in extreme cases in their suspension from the University.

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Adopted by the council of the Faculty of Social Science, October, 1970; approved by the Dept. of History August 13, 1991