Political Science 4026
Campaigns and Elections
Fall 2012

Dr. Hogan
TTH 1:30 – 2:50
116 Stubbs

Office Hours: Wed. 9-11 am or by appt.
238 Stubbs Hall
Telephone: 578-3217
e-mail: rhogan1@lsu.edu

Course Description

Political campaigns are central components of the political process in the United States. It is through a campaign that a candidate for public office builds a coalition of supporters who will turn out and cast votes. Campaigns are vehicles which candidates use to inform and mobilize voters. Not only do they affect who wins and who loses elections, they set the stage for representation.

This course examines many aspects of political campaigns and elections in a variety of different settings. A number of important questions are addressed including: Why do individuals decide to run for office? How do they go about building an organization and raising funds for their campaign? What strategies do they undertake in order to win voter support? What techniques do they use to contact voters? What effects do campaigns have on mobilizing and persuading voters?

We will utilize a variety of approaches throughout the semester, however, much of our attention is on the practical aspects of political campaigns from the perspective of the candidates. A key question we address throughout the semester involves what implications the characteristics of campaigns have for representative democracy in the United States. Do modern political campaigns serve to enhance the ability of citizens to influence government policymaking? Or are there aspects of campaigns that detract from the ability of citizens to play an effective role? We will systematically examine different parts of campaigns and consider campaigns on many different levels.

In addition to our focus on the substantive aspects of campaigns and elections, we will also spend time examining the methods used by scholars to answer questions about this topic. Part of our goal is to assess the evidence obtained by scholars and to consider alternative approaches. While this is not a course on political science methodology, issues involving research design and analysis will play prominently in our class discussions. A central concern is the process used for testing hypotheses and how we generate empirical assessments.

Reading Materials

The following books are available for purchase in the bookstore:


In addition, other required readings listed on the syllabus are accessible through the LSU Moodle system.

Course Requirements

The grade for the course is determined by a student’s performance in the following areas:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Campaign Project</td>
<td>35%</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>25%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Letter grades will be determined as follows: A = 90 – 100 percent, B = 80 – 89 percent, C = 70 – 79 percent, D = 60 – 69 percent, and F = Below 60 percent.
Participation: Class Discussions, Quizzes, and Brief Writing Assignments

Classes are generally conducted in a lecture-discussion format so it is important to keep up with the readings and to come to class prepared. Students are strongly encouraged to take part in class discussions. In order to do this, it is necessary to complete the readings in advance and to spend time thinking about them in a critical manner. Also, please keep up with current campaign developments since these will often be used as examples in our discussions. I will occasionally ask you to provide a brief paragraph concerning the day’s assigned readings. I may also give you quizzes if I suspect that you are not keeping up with the readings. These assignments along with informed commentary and questions you provide in class throughout the semester will be assessed in calculating your participation grade.

Campaign Project

Each student will complete a campaign project that counts for 35% of the course grade. The project requires that you collect information about a congressional campaign throughout the course of the semester. The project includes two written reports (Part A due on October 25 and Part B due on November 20) and a brief class presentation (on November 8, 13, or 15). Details concerning the project will be provided in an additional handout.

Exams

There are two exams, a midterm and a final (dates are listed on the syllabus). These tests will consist of short-answer/essay style questions. Note that a makeup exam is only administered when a student can produce a valid written excuse. If you anticipate a problem, please let me know as soon as possible. Also, for anyone who has special needs or who requires accommodations through Disability Services, please advise me of your situation in advance of the exams so arrangements can be made.

General Policies

Academic Honesty
Students are required to abide by the academic conduct policies outlined in the LSU Code of Student Conduct (http://www.lsu.edu/judicialaffairs). Examples of academic dishonesty include, but are not limited to: cheating on exams, plagiarizing, buying or selling assignments, and collaborating with others without permission. I reserve the right to investigate when I suspect a violation of any of these policies. All violations of the university’s academic conduct policies are turned over to the Dean of Students for adjudication.

Classroom Etiquette
Please be considerate to those around you who are trying to listen, take notes, and participate in class discussions. Please make every effort to be on time to class. Be seated and ready to begin at 1:30 and leave early only for emergencies. Turn cell phones and pagers to silent. Most importantly, do not talk during class. Disruptive students will be asked to leave immediately.

Recording Devices and Computers
No audio or video recording devices are allowed unless special permission is granted by the instructor. Please do not take photographs of the overheads. You are free to use laptop computers for class purposes (e.g., taking notes, looking up relevant information on the internet, etc.). But please do not simply play on the internet, check e-mail, or use social networking sites.

Late Assignments and Missed Work
All written assignments are due at the beginning of class. Penalties will be assessed based upon the circumstances, but will generally involve a substantial loss of points. In others words, be certain that I receive your written work at the beginning of class. Please note that for reasons of fairness to other students in the class, credit cannot be given at the end of the semester for missed exams or papers not handed in. In other words, when you experience a significant problem that prevents you from meeting a deadline or taking a test, it is your responsibility to let me know about it in a timely manner and to make arrangements to make up the missed work. Excuses must be provided within one week of your return, NOT at the end of the semester. Please recognize that excused absences are those involving an illness, some type of family emergency, or an official university function that requires your attendance. If there is a possibility that a regular job you have will interfere with your course obligations, I would suggest taking a course scheduled at an alternative time.
Graded Work
I do not make grades available on Moodle and I will not e-mail grades. I return major assignment and will allow time in class for you to view your mid-term exam. You are also free to come by during my office hours to look at your tests. During office hours I am happy to review your grades with you and talk with you about ways to improve your performance.

Special Needs
For students who have special needs or require accommodations through Disability Services, please advise me of your situation so plans can be made. Keep in mind that it is your responsibility to make timely arrangements through Disabilities Services for exams and other assignments as necessary.

Course Schedule

August 21  Introduction to the Course
- No reading assignment

August 23  Why Study Political Campaigns?

August 28  Approaches to Studying Campaigns
- Reading #5: “Appendix: A Brief Introduction to Regression.”

August 30  Changing Nature of Campaigns

September 4  The Settings and the Rules
- Text: Flanigan and Zingale, Introduction, Chapter 1 and Appendix.

September 6  Deciding to Run for Political Office
September 11  **Factors Affecting the Decision to Run**


September 13  **Voters: Who Participates and Why**

- **Text**: Flanigan and Zingale, Chapter 2.

September 18  **Partisanship and Ideology**

- **Text**: Flanigan and Zingale, Chapters 3-6.

September 20  **Developing a Campaign Strategy**

- **Text**: Sides, et al. Chapters 5, 9 and 10.

September 25  **Campaign Strategies in Presidential Campaigns**


September 27  **Building an Organization and Raising Funds**


October 2  **Shaking the Money Tree**

October 4  "Outside Money"

- **Reading #30**: Burrus, Trevor. 2012. “‘Wrong’ Speech is Also Free Speech: Citizens United at Two,” *Cato.org,* Cato Institute, January 24.

October 9  Mid-Term Exam

October 11  *Political Parties and Interest Groups*

- **Text**: Sides, et al. Chapter 6

October 16  *Deciding on Tactics*


October 18  Fall Break

October 23  *Negative Campaigns and Their Consequences*


October 25  *Consequences of Negative Campaigning*

***** Printed copy of Part A of Campaign Project due at the begging of class *****

- No reading assignment

October 30  *The Role of the Media*

- **Text**: Flanigan and Zingale, Chapter 7.
November 1  
**Effectiveness of Campaign Techniques**

- **Text**: Flanigan and Zingale, Chapter 8.

November 6  
**Evaluating the Influence of Campaigns**


November 8  
*** Presentations ***

November 13  
*** Presentations ***

November 15  
*** Presentations ***

November 20  
**Campaigns and Accountability**

***** Printed copy of Part B of Campaign Project due at the beginning of class *****


November 22  
**Thanksgiving Holiday**

November 27  
**Other Effects of Campaigns**


November 29  
**Summation and Review**


December 3  
**FINAL EXAM in this classroom on Monday, December 3 from 12:30-2:30 p.m.**