

**Political Science 405  
Campaigns and Elections  
Fall Semester, 2006  
Mr. Moore**

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**Office Hours: 2:00pm-3:00pm T, R or by appointment. The Instructor is normally in his office from 9:00am - 4:00pm on MWF**

**The purpose of this course is:**

- A) To provide the student with an overview to campaign techniques and strategies.
- B) To provide the student with practical experience in the conduct of political campaigns by parties and /or by candidates.
- C) To provide the student with information related to voting behavior.

**Course Requirements:**

There will be two hourly exams, an in-class presentation and a research project. All students are required to participate in a political campaign of their choice for a minimum of 20 hours. The campaign may be party-related or candidate-related and may be a local campaign, (school board, county council, state legislature, a statewide campaign (governor, lieutenant governor, etc) or federal (U.S. House of Representatives).

The In class presentation will be based on the campaign experience. It will be an analysis of the campaign strategy and techniques utilized in the campaign in which one was involved and how it compared with the campaign strategy literature.

The Research Project will be a written analysis of the campaign itself as well as an analysis of the results utilizing the literature on voting behavior, the actual results of the election and interviews with major actors in the process (candidates, party officials, campaign managers). Each exercise will be 25 percent of one's grade. Class attendance and participation can impact on borderline grades.

**Grading Scale**

A = 90 - 100   B+ = 88 - 89   B = 82 - 87   B- = 81-82   C+ = 78 - 79   C = 72 - 77   C- = 71-72  
D+ = 68-69   D = 67-62   D- = 61-62   F Below 60

**Textbooks For the Course:**

William Flanigan and Nancy Zingale, Political Behavior of the American Electorate. 11<sup>th</sup> edition. Washington, D.C.: CQ Press, 2006.

Lawrence Grey, How to Win a Local Election. New York: M. Evans and Company, 1999.

Dennis Johnson, No Place for Amateurs. New York: Rutledge, 2001.

Richard J. Semiatin, Campaigns in the 21<sup>st</sup> Century. New York: McGraw-Hill, 2005

Thomas Patterson, The Vanishing Voter. New York: Alfred Knopf, 2002

### **Websites of Interest**

There are numerous websites which include campaign financing and election data. Recommended sites include:

Center for Responsive Politics  
Federal Election Commission  
South Carolina Election Commission  
Project, Vote Smart  
Political Money Line  
Center for Public Integrity  
*Digitalsunlight.org (information and links to all state level data)*

### **Course Outline and Reading Assignments**

#### **I Introduction: Voting and Survey Research**

Flanigan, Appendix  
Johnson, Chapter 5  
Semiatin, Chapter 5

##### Reserve

Kathleen Frankovic, "News Organizations Response to the Mistakes of Election 2000,"  
Public Opinion Quarterly ,(Spring, 2003), pp 19-31.

Shoon Kathleen Murray and Peter Howard, "Variation in White House Polling Operation,"  
Public Opinion Quarterly , (Winter, 2002), pp 527-558

Larry Hembroff, et. al., "The Cost Effectiveness of Alternative Advance Mailings in a  
Telephone Survey," Public Opinion Quarterly, (Summer, 2005), pp 232-245

Richard Curtin, Stanley Presser and Eleanor Singer, "Changes in Telephone Survey  
Nonresponses Over The Past Quarter Century," Public Opinion Quarterly,

(Spring,

2005), pp 81-98

, Scott Fricher, et. al., "An Experimental Comparison of WEB and Telephone Surveys,"  
Public Opinion Quarterly, (Fall, 2005), pp 370-392

#### **II Political Campaigns**

##### **A. Planning and Organizing to Run for Office**

Flanigan, Chapter 1  
Grey, Chapters 1,2,3,8  
Johnson, Chapter 2  
Semiatin, Chapters 1,2,3

##### **B. Consultants and Political Campaigns**

Grey, Chapters 10, 11, 12  
Johnson, Chapters 1, 9

##### **C. Political Research**

Johnson, Chapters 4,5,7

##### **D. Campaign Financing**

Grey, Chapter 4

- Johnson, 8
- E. The Role of Volunteers
  - Grey, Chapter 13
- F. Campaign Themes and Advertising
  - Grey, Chapter 7
  - Semiatin, Chapters 6,8,9
  - Patterson, Chapter, Chapter 4
- G. The Role of Media
  - Flanigan, Chapter 7
  - Johnson, Chapter 6.
  - Patterson, Chapter 3
- H. Computers, the Internet and Contemporary Campaigns
  - Grey, Chapter 9
  - Semiatin, Chapter 7
  - Reserve
  - Yuval Levin, "Politics After the Internet," The Public Interest, 149 (Fall, 2002), pp 80-94

## **II Presidential Campaigns**

### Reserve

- Alan Abramowitz and Walter Stone, "The Bush Effect: Polarization, Turnout And Activism in the 2004 Presidential Election," Presidential Studies Quarterly, (June, 2006), pp 141-154
- Costas Panagopoulos and Daniel Bergan, "Contributions and Contributors in the 2004 Presidential Election Cycle," Public Opinion Quarterly, Special Issue, 2005, pp 155-171
- Michael Traugott, "The Accuracy of the National Preelection Polls in the 2004 Presidential Elections," Public Opinion Quarterly, Special Issue, 2005, pp 642-654
- Daniel Bergan, et. al., "Grassroots Mobilization and Voter Turnout in 2004," Public Opinion Quarterly, Special Issue, 2005, pp 760-777

## **III The Voters and Elections**

- A. Suffrage and Turnout
  - Flanigan, Chapter 2
  - Patterson, Chapters 1,5
  - Reserve
  - Donald Green, "Mobilizing African American Voters Using Direct Mail and Commercial Phone Banks: A Field Experiment," Political Research Quarterly, (June, 2004), pp 245-255
  
- B. Partisanship
  - Flanigan, Chapters 3, 4
  - Patterson, Chapter 2
  - Reserve

- James Ceaser and Daniel Disalvo, "A New GOP?" The Public Interest, (Fall, 2004), pp 3-11
- William Galston, "Democrats Adrift?" The Public Interest. (Fall, 2004), pp 18-34
- C. The Social Context
- Flanigan, Chapter 5, 6
- Reserve
- Joel Schwartz, "Protestant, Catholic Jew....," The Public Interest, (Spring, 2004), pp 106-125
- Nathan Kelly and Jana Kelly, "Religion and Latino Partisanship in the United States," Political Research Quarterly, (March, 2005), pp 87-95
- Brian Schaffner and Nenad Senic, "Rights or Benefits? Explaining the Sexual Identity Gap in American Political Behavior," Political Research Quarterly, (March, 2006), pp 123-132
- Jennifer Lawless, "Women, War and Winning Elections: Gender Sterotyping in the Post September 11<sup>th</sup> Era," Political Research Quarterly, (September, 2004), pp 479-490
- D. Opinions, Beliefs, Attitudes
- Flanigan, Chapter 6, 8
- Reserve
- Arthur Brooks, "Compassion, Religion and Politics," The Public Interest, (Fall, 2004), pp 57-66
- Kristina Gale, "Elections: Effects of the Stand By Your Ad Provisions on Attitudes About Candidates and Campaigns," Presidential Studies Quarterly, (December, 2005), pp 771-783
- Greg Shaw and Sarah Mysiewicz, "The Polls-Trends: Social Security and Medicare," Public Opinion Quarterly, (Fall, 2004), pp 394-423
- E. Conclusion
- Johnson, Chapter 10
- Patterson, Chapter 6