

**Political Science 405
Campaigns and Elections
Fall Semester, 2008
Mr. Moore**

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Office Hours: 9:30-10:30 T, R; 10:00-11:00 am, M, W 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/paper 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) a federal campaign (U.S. House of Representatives, U.S. Senate, Presidential), or a coordinated campaign. Students will be required to submit a time sheet signed by the campaign coordinator or volunteer coordinator.

The **In-class presentation/paper** 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. Students will make both an oral presentation and provide a written report for evaluation. The written report must compare theory and practice and should include academic literature as well as personal observations. This paper will be due on **November 25th, 2008**. Oral presentations will be scheduled for the last two weeks of the class.

The **Research Project** will be a written analysis of a United States Senate campaign. The paper should be 10 to 12 pages. It should discuss the importance of the United States Senate as an institution; the nature of the particular campaign—background of the candidates, issues, competitiveness of the seat; election expenditures; how the presidential election impacted on the U.S. Senate race; and an analysis of the results—who won, demographic vote breakdown, etc.). This paper will be due on **Thursday, December 4, 2008**

The **exams** will consist of lecture and reading materials. Approximately 35 to 40 percent of the exam material will come from the outside readings—books and electronic reserve. The **password** for the electronic reserve is **Vote**.

Each project —exams, in-class presentation/paper and research project-- is worth 25 percent of one's grade. Attendance and participation may impact on borderline grades.

Honor Code

When you enrolled at the College of Charleston you signed an Honor Code. You are expected to abide by that code. If you violate it you are subject to penalties including expulsion. If you have questions as to what might constitute a violation please ask.

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. 11th edition. Washington, D.C.: CQ Press, 2006.
Lawrence Grey, How to Win a Local Election. New York: M. Evans and Company, 1999.
Richard J. Semiatin, Campaigns on the Cutting Edge. Washington, D.C.: CQ Press, 2008
Stephen Wayne, Is This Any Way to Run a Democratic Election? 3rd. edition. Washington, D.C.: CQ Press, 2007

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
Semiatin, Chapter 5, Candice Nelson, "Polling-Trends in the Early Twenty-First Century," 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

Semiatin, Chapter 1, “Introduction-Campaigns on the Cutting Edge,”

B. Consultants and Political Campaigns

Grey, Chapters 10, 11, 12

C. Political Research

D. Campaign Financing

Grey, Chapter 4

Semiatin, Chapter 2, Robert Boatright, “Fundraising-Present and Future”

Wayne, Chapter 4, “Has Money Corrupted Our Electoral Process?”

E. The Role of Volunteers

Grey, Chapter 13

F. Campaign Themes and Advertising

Grey, Chapter 7

G. The Role of Media

Flanigan, Chapter 7

Semiatin, Chapter 3, Tad Devine, “Paid Media-In an Era of Revolutionary

Change”

Wayne, Chapter 5, “News Media: Watchdog or Pit Bull?”

H. Computers, the Internet and Contemporary Campaigns

Grey, Chapter 9

Semiatin, Chapter 4, Joseph Graf, “New Media-The Cutting Edge of Campaign Communications”

Semiatin, Chapter 9, Jeremy Mayer, “Campaign Press Coverage-At the Speed of Light”

Wayne, Chapter 8, “ Campaign Communications: How Much Do They Matter?”

Reserve

Yuval Levin, “Politics After the Internet,” The Public Interest, 149 (Fall, 2002), pp 80-94

II Presidential Campaigns

Semiatin, Chapter 7, Ronald Shaiko, “Political Parties-On the Path to Revitalization”

Semiatin, Chapter 8, Nina Kasniunas and Mark Rozell, “Interest Groups and the Future of Campaigns”

Wayne, Chapter 6, "Are American Parties Still Representative?"
Wayne, Chapter 7, "The Nominating Process: Whose Is It Anyway?"

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 Panagapoulos 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

Jason Bello and Robert Shapiro, "On to the Convention!" Political Science Quarterly, (Spring, 2008), pp 1-9.

III The Voters and Elections

A. Suffrage and Turnout

Flanigan, Chapter 2

Semiatin, Chapter 6, "Voter Mobilization-Into the Future"

Wayne, Chapter 1, "Democratic Elections: What's the Problem?"

Wayne, Chapter 2, "Popular Base of American Electoral Politics: Suffrage and Turnout"

Wayne, Chapter 3, "How Representative Are American Elections?"

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

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

- Identity
- Brian Schaffner and Nenad Senic, "Rights or Benefits? Explaining the Sexual Gap in American Political Behavior," Political Research Quarterly, (March, 2006), pp 123-132
- the
- Jennifer Lawless, "Women, War and Winning Elections: Gender Sterotyping in Post September 11th 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
- Medicare,"
- Greg Shaw and Sarah Mysiewicz, "The Polls-Trends: Social Security and Public Opinion Quarterly, (Fall, 2004), pp 394-423
- Historical
- David Mayhew, "Incumbency Advantage in U.S. Presidential Elections: The Context," Political Science Quarterly, (Summer, 2008), pp 201-228
- Jeffrey Cohen, "The Polls" Presidential Referendum Effects in the 2006 Midterm Elections," Presidential Studies Quarterly, (September, 2007), pp 545-557
- E. Conclusion
- Semiatin, Chapter 10, Peter Francia, Wesley Joe and Clyde Wilcox, "Campaign Finance Reform-Present and Future"
- Semiatin, Chapter 11, Tari Renner, "Election Administration-Trends in the Twentieth-First Century"
- Semiatin, Chapter 12, Dick Simpson, "Campaigns and Democracy-Into a New Era"
- Wayne, Chapter 9. "Elections and Government: A Tenuous Connection"