

Minnesota State University Moorhead

COMM 411: Political Campaign Communication

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: Goal 09 - Ethical/Civic Resp

This class explores political campaign rhetoric by looking at the theories and research that contribute to our understanding of the process. The course discusses the current campaign in light of these theories and research, but also takes a broader view towards political campaigning in general. MnTC Goal 9.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. The recurring forms of political campaign discourse.
2. How voters make their decisions in political campaigns.
3. The impact of the media on political campaign communication.
4. Key historical campaigns and explanations for candidate victories and losses.
5. The methods used by researchers to understand the political campaign process.
6. The current campaigns so you can make informed voting decisions.

D. LEARNING OUTCOMES (General)

1. Explain the grounds of your ethical and civic commitments and respond constructively to those whose beliefs differ.
2. Make responsible personal, professional, and civic decisions and evaluate how these affect other people.
3. Understand core concepts of self-government including rights, duties, public and private goods, pluralism, minority rights, and majority rule and apply them to issues that affect the community and your own daily lives.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

Goal 09 - Ethical/Civic Resp

1. Examine, articulate, and apply their own ethical views.
2. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
3. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
4. Recognize the diversity of political motivations and interests of others.
5. Identify ways to exercise the rights and responsibilities of citizenship.

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted