

Political Science 100DA

Tues. – Thurs., 11:00 – 12:20, SOLIS 104

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Office Hours: SSH room 396, Wed. 3:00 – 5:00

## Course Outline and Reading Assignments

The grade for this course is based on take-home mid-term and final exams. Each exam will consist of two three-page papers. The paper topics will be chosen to assess your ability to integrate and synthesize the readings and lectures into a lucid, clearly stated argument backed by the readings.

### Required Book:

Samuel L. Popkin, *The Reasoning Voter: Communication and Persuasion in Presidential Campaigns*

**Maintaining Academic Integrity:** Students agree that by taking this course all required papers will be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site.

**Reading Assignments.** All articles assigned are available as E-Reserves through the library. If you are on the UCSD campus or using a dial-in account provided by Academic Computing Services, e-reserves can be accessed immediately at [www.reserves.ucsd.edu](http://www.reserves.ucsd.edu). If you are off-campus and using AOL, Roadrunner or another ISP, you must first obtain a network password and make a few changes to your Netscape or Internet Explorer settings. (The information is at [libraries.ucsd.edu/proxy](http://libraries.ucsd.edu/proxy))

I will hand out the rest of the syllabus next week. I will also post articles on my web site in cases where library regulations make it difficult to download the material in a suitable form. I will announce the URL and content when it becomes available.

Each lecture will cover the readings assigned for that day. The questions following each day's readings have been chosen to help you integrate the readings with the lectures.

### Week One

Thurs., Sept. 24 Popkin, Samuel *The Reasoning Voter*, Prologue, Chapter 1.  
Brownstein, Ron "The First 21st-Century Campaign"; Vargas, Jose Antonio "Obama Raised Half a Billion Online."  
[Sociological, psychological and economic contributions to voting theory.]

How is choosing a candidate different from choosing a PC or Jeans?  
What was different in 2008?

## Week Two

Tues., Sept. 29 Popkin, Samuel *The Reasoning Voter*, Chapter 2; Hamilton, James News That Sells: Media Competition and News Content;

*[When will people spend time gathering information about politics and government? Where are people spending their leisure time and why does it matter?]*

Thurs., Oct. 1; Popkin, Samuel "Changing Media, Changing Politics;" McGirt, Ellen "How Chris Hughes Helped Launch Facebook and the Barack Obama Campaign;" Wolf, Gary "How the Internet Invented Howard Dean."

*[How do changes in media affect voters and how do politicians react to these changes?]*

## Week Three

Tues., Oct. 6 Popkin, Samuel *The Reasoning Voter*, Chapter 3. Finnegan, William "The Candidate: How the Son of a Kenyan Economist Became an Illinois Everyman;" Ambinder, Marc "Teacher and Apprentice: Hillary Clinton Tried to Teach Barack Obama About Power, but Then He Got Ideas of His Own. A Story of Nasty Surprises, Dueling War Rooms, and the Drudge Report."

*[What are the most important information shortcuts voters use about political parties and candidates? (Be sure to read the material on party images carefully) ]*

*How did Obama manage to become "black enough" to win African-American support and still be "white enough" to be a "post-racial" candidate? ."*

Thurs., Oct. 8 Hadden, Jeffrey, *Televangelism: Power and Politics on God's Frontier*, pp. 46-53 and 112-121; *The Christian Century*, 1956 editorial: "Drive On for Catholic Vice-President"; Massa, Mark "A Catholic for President?: JFK and the 'Secular' Houston Speech, 1960"  
*[When, and for whom, do endorsements matter? When are religious media important in elections? How did JFK overcome anti-Catholic prejudice? How was JFK's problem different from Obama's? Which strategy would work better for a Mormon or Gay person?]*

## Street Calculus



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## Week Four

Tues., Oct. 16

Thurs., Oct. 18 Brader, Ted "Striking a Responsive Chord: How Political Ads Motivate and Persuade Voters by Appealing to Emotions"

*[How do positive and negative ads differ in their effects on mobilization, information and partisanship?]*

## Week Five

- Tues., Oct. 23 Popkin, Samuel *The Reasoning Voter*, Chapter 4; Wattenberg, Martin "Personal Popularity in U.S. Presidential Elections;"  
[Why do candidate biographies get so much coverage and attention? How do we incorporate information and assemble narratives about candidates and government? ]
- Thurs., Oct. 25 Kam, Cindy D and Donald R. Kinder (2007). "Terror and Ethnocentrism: Foundations of American Support for the War on Terrorism;" Glenn, David "On Death and Voting"; Iyengar, Shanto "Television News and Citizens' Explanation of National Affairs." [How do terrorism and fear change perceptions of leaders? ]

## Week Six

- Tues., Oct. 30 Baum, Matthew "Soft News and Foreign Policy: How Expanding the Audience Changes the Policies"; Aldrich, John. "Foreign Affairs and Issue Voting: Do Presidential Candidates 'Waltz Before a Blind Audience?'"  
[*How and when can foreign policy matter if voters are so ignorant about the world?*]
- Thurs., Nov. 1 Popkin, Samuel *The Reasoning Voter*, Chapter 5.  
**Hand out Midterm Exams**  
[*What do campaigns do and when does it matter?*]

## Week Seven

- Tues., Nov. 6 Gladwell, Malcolm "The Spin Myth;" Davison, W. Phillips "The Third Person Effect in Communication;"  
**Hand in Midterm Exams**  
[ *How much 'spin' is there and whom do we think is getting spun?* ]
- Thurs., Nov. 8 Theilmann, John "Campaign Tactics and the Decision to Attack"  
[*When does it make sense to attack and why?*]

