

Political Science 100DA
Voting, Campaigning, and Elections
University of California-San Diego, Summer Session 2012

Tuesday/Thursday 5pm, Center Hall 207

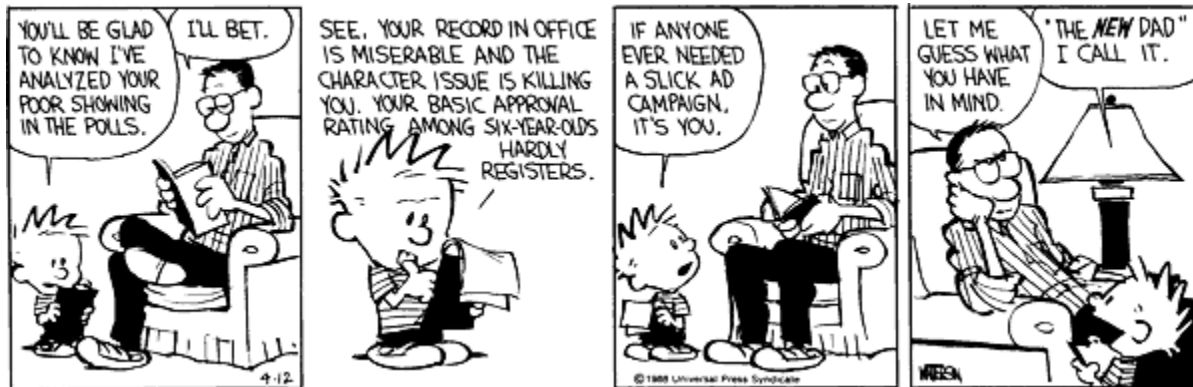
Prof. Hans Hassell

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Office Hours: Wednesday 10:00-Noon

Course Website: <http://polisci2.ucsd.edu/hhassell/teaching/poli100da>



Course Description:

This is an advanced course about the democratic process, or the representative version of it that we practice here in the United States. It is about how the electoral process works here in the United States and the role that various interests, organizations, and individuals play within the institutional structure that is the electoral system. The assignments for this course assume a working knowledge of American Politics, and more importantly an interest in the political process as a participant and as a spectator sport.

In order to learn about campaigns and elections here in the United State, this course requires you to look at elections from two important perspectives at the same time. On one hand we will explore the institutional structure of the American electoral process and the behavior of individuals, campaigns, and organized groups within that structure. While we will briefly examine how the institutions, rules, and practices of elections have developed, the majority of the focus will be on contemporary election rules and campaign practices and how the actions and decisions of campaign practitioners work to influence voters' decisions. Because campaigns and elections are complex processes we will attempt to understand the process from the view of candidates, campaign professionals, consultants, activists, journalists, judges, and academic researchers.

On the other hand, knowledge is only useful if it is true. While the readings we will do may assert their view as truth, we have the opportunity to watch as the process unfolds and validate those assumptions. In addition to the assigned readings on campaigns, elections, and voting we will also follow a set of competitive senatorial and state-level presidential contests around the United States and discuss them regularly in class. Although it is still early in the process, a campaign's trajectory is often determined by its early actions. Many of your assignments will require you to study a contest closely and explain how it is unfolding and whether the actions of the campaigns, voters, and other interested parties are consistent with the readings. The dynamics of the recent

judicial decision of Citizen's United v. FEC which permits new organizations to raise and spend unlimited amounts of money also opens an entirely new campaign environment where we may not know what to expect. You will be expected to take old information and figure out how it fits into this new dynamic.

Books:

The following books are available at the UCSD Bookstore:

Herrnson, Paul S. 2012. *Congressional Election: Campaigning at Home and In Washington*. 6th ed. Washington, DC: CQ Press

Maisel, L. Sandy and Mark D. Brewer. 2011. *Parties and Elections in America: The Electoral Process*. 6th ed. New York: Roman and Littlefield.

Popkin, Samuel L. 2012. *The Candidate: What it Takes to Win – and Hold – the White House*. New York: Oxford University Press

As we go through the course I know that I will find and that you will find interesting and relevant readings. If you find something that you think will be beneficial to the class as a whole, please pass it along. As such, I will occasionally hand out additional readings or post readings on the course website. Be sure to check the course website as I may post additional readings that are **NOT** currently listed on the syllabus as we progress through the course.

Because we will talk about campaigns that are actually going on in Congress right now (I know, crazy, but this is a political science class that WILL talk about CURRENT politics), it is essential that you read a good **national** newspaper regularly such as the *LA Times*, the *New York Times*, or the *Washington Post*. For the best information on the on-going state campaigns, please also find the state's best newspaper. All of these of these should be available online. At the beginning of each class I expect you to have something to share about your campaign or something in the news relevant to what we've been discussing.

Course Requirements, Assignments, and Grading:

As a requirement for successful completion of this course you will complete a number of assignments over the course of the block. I will evaluate you in a variety of ways, and each assignment will be assigned a point value so that all of the assignments total up to 100 points. Grades will be distributed as follows with no curve: 93+ A, 90-92 A-, 88-89 B+, 83-88 B, 80-82 B-, and so forth.

1. Class Participation (15 points)

Political Science 100DA during the Fall Quarter will have 100+ students. We have 20 at most. You must do the reading assignments before class and prepare to discuss them in class. Being a student at UCSD means you have a responsibility not only to learn for yourself, but to teach each other in class discussion and conversation. Reading and attending class are not alternatives for the same thing. Rather than regurgitating what was said in the readings in class, we should use it as a basis for discussion that will give us the opportunity to look at the idea from different angles. We also will have many in-class assignments, *and an occasional quiz*. Your participation and completion of these assignments is a component of your class participation grade. Because this is a small class and class discussion is so important, please **do not** have a laptop, cell phone, or other electronic devices open in class. This will increase engagement and improve the experience of everyone in the class. Please see me about necessary exceptions.

2. Campaign Analysis Group Presentation (25 points)

Each of you will pick a team to work on that will follow a particular race through the month that we are together. At the end of the session, your team will put together a presentation that will highlight the dynamics of the race, and the strategies of each campaign. The presentation should connect the concepts and topics that we have discussed and read about as a part of this class and provide evidence of how they are, or why they are not, applicable to the campaign that you are studying. If you want to hazard a prediction as to who will win the race that you are studying and why, that would be appreciated as well.

3. Three Response Papers (20 points each for a total of 60 points)

You will hand in a short (750-1000 word) essay three times in the session in response to prompts that I will hand out. There will be three in all, and you must hand in all three to pass the course. These papers will often be related to case studies you will examine throughout the fall, focusing on a major Congressional or state-level presidential race somewhere in the United States. Each of these papers must make a specific argument, connect that argument to at least two relevant readings from this course or other courses in American Government, and must provide concrete evidence in support of that argument from your own case study research.

For each paper assignment, send me the paper as an email attachment in either a Microsoft Word or Rich Text Format (if it is in some other format, or does not open, it will be considered late until I get it in one of these formats) to hhassell@ucsd.edu. Late papers will be penalized harshly.

I encourage you to take an opportunity to re-write one of those papers. I will provide detailed comments on your paper regarding both content and grammar. As a practical matter, a conscientious effort to address the technical problems that have been identified in your paper will only maintain your grade. Re-writes due dates are noted on the schedule but may be changed to provide you with sufficient time to address concerns.

Academic Honesty:

Above grades or any other indication of prestige the academic community puts a premium on honesty and integrity. Your accomplishments are only valid if they are the result of your own actions. I expect that you will take responsibility for your own work, and to not claim credit for what is not your own. Most applicable to this class, in UCSD's policy on integrity of scholarship it states that "no student shall plagiarize or copy the work (or portions of the work) of another person and submit it as his or her own work" and "no student shall complete, in part or in total, any...assignment for another person."

Class Schedule:

Readings that need to be read before class are listed under the date (June 29th readings need to be read before class on June 29th). Online readings are marked with an asterisk and are available on the course website.

Tuesday July 3rd: *What in the world are we doing in this classroom?*

Syllabus

Reading Against the Grain (Cal-Poly Pomona)

Thursday July 5th: *Voting and the Electoral System*

MB: Chapter 3, Voting and Other Forms of Political Participation, pp. 62-77 & pp. 96-105

Wayne, A Democratic Election?*

Highton, Voter Registration and Turnout in the United States*

Tuesday July 10th: *The Campaign Team*
Popkin, Chapter 1 and 9
Herrnson: Chapter 3, The Anatomy of the Campaign

Thursday July 12th: *Basic Strategy*
Schattschneider*
Herrnson, Chapter 7, Campaign Strategy
One of Popkin, Chapter 3, 5, 7

FIRST PAPER IS DUE JULY 13TH

Tuesday July 17th: *Message and Media Strategy*
Popkin, Chapter 2, Planning for Chaos
Herrnson: Chapter 8, Campaign Communications
Come with one example (URL) of a campaign ad from your candidate

Thursday July 19th: *Campaign Finance*
Herrnson, Chapter 6, Campaign for Resources
MB: Chapter 5, Campaign Finance

JULY 20TH—OPTIONAL RE-WRITE OF FIRST PAPER DUE

Tuesday July 24th: *Parties*
MB: Modern Party Organizations, pp 48-58
Herrnson: Chapter 4, The Parties Campaign
Koger and Victor, Networking the Parties*

SECOND PAPER IS DUE JULY 25TH

Thursday July 26th: *Outside Interests and Groups*
MB: Chapter 4, Organized Groups in the Political Process
Herrnson, Chapter 5, pp. 153-173
Grossman and Dominguez, Party Coalitions and Interest Group Networks*
Karpowitz et al., Tea Time in America?*

Tuesday July 31st: *What happens afterwards?*
Mayhew, Electoral Connection*
Klein, The Perils of the Permanent Campaign*
Additional Readings TBA

Thursday August 2nd: *Class Conclusions*
GROUP PRESENTATIONS IN CLASS

FINAL PAPER DUE BY NOON AUGUST 3RD
OPTIONAL RE-WRITE OF SECOND PAPER DUE AUGUST 4TH