



NON-GENERAL EDUCATION ~ CURRICULUM PROPOSAL  
LIBRARY RESOURCE FORM REQUIRED

SCC #03-04- 100

Deadlines

October 3, 2003 to be implemented Fall 2004 ~ February 13, 2004 to be implemented Spring 2005

PROPOSAL TITLE: Political Communication

Sponsor(s): Dan Schowalter E-Mail: Schowalter@royal.ca Ext: 4351  
Cindy Corison E-Mail: Corison@royal.ca Ext: 4327

DEPARTMENT: Communication Studies

COLLEGE: Communication

If Liberal Arts & Sciences CHECK:  History/Humanities  Math/Sciences  Social/Behavioral Sciences

UNDERGRADUATE  GRADUATE

THE ATTACHED NON-GEN-ED PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED

- New non-gen-ed course
- Short-term non-gen-ed course
- Minor curricular changes (fewer than three) to:
  - Existing non-gen-ed course
  - Non-gen-ed degree requirements
  - Major
  - Minor, specialization, concentration, track, certificate program

THE FOLLOWING SIGNATURES REPRESENT APPROVAL

Department Chair: Cynthia Corison Date: 10/2/03  
 Department Curriculum Chair: [Signature] Date: 10/1/03  
 Academic Dean: [Signature] Date: 10/2/03

COLLEGE CURRICULUM COMMITTEE

OPEN HEARING Date: 12-15-03 Approved  Not Approved   
 COLLEGE CURRICULUM CHAIR: Julia Chang  
 Senate Curriculum Chair Signature: Phillip [Signature] Date: 4/6/04  
 Comments: \_\_\_\_\_

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date: 11/23/04

Approved  Not Approved

REGISTRAR

Date: 11/30/04 Course Description Received & Approved ~ Hegis Taxonomy & Course #: 0605301  
 Registrar Signature: [Signature]

NOTIFICATION FORWARD

- SCC Chair  Academic Dean  Department Chair  Registrar  IR  CAP
- VP Student Affairs  Others

Tim - 12/10/04

## Course Proposal

### 1. Details

- a) Course Title: Political Communication
- b) Sponsor: Daniel F. Schowalter, Assistant Professor, and Cindy Corison, Chair, Communication Studies Department, College of Communication
- c) Credit Hours: 3 credit hours
- d) Course Level: 300-level undergraduate
- e) Curricular Effect: As part of the curricular change in the department of Communication Studies, this class will be a recommended course for students pursuing the Rhetoric/Cultural Criticism track within the department. The class will also have utility for students pursuing degrees in Political Science, Journalism, Sociology, Leadership Studies, and Public Relations.
- f) Prerequisites: Either Introduction to Government and Politics, American Government, or Survey of Western Political Theory; Comp II
- g) Time/Scale of Implementation: Spring 2005/one section
- h) Resources: With consideration of current faculty as well as anticipated new hires in the next few years, the faculty will be available. The course should not require new facilities or computer equipment. Additional library acquisitions may be required in time.

### 2. Rationale

As part of a recently reorganized curriculum, the Department of Communication Studies offers two emphases, or “tracks” of study. One emphasis, Rhetoric/Cultural Criticism, takes as its central problematic the forms and functions of political and rhetorical public discourse. An introductory, broad survey course in the fundamentals of political communication is essential to the functionality and success of this new curricular emphasis.

Political communication is a rapidly growing realm of theory and critique within communication studies. Not only has it helped to transform communication studies into a discipline which regularly produces book-length studies that are read *outside* of its disciplinary boundaries, but it has also built an excellent base of scholarship. For example, John Durham Peters' Speaking Into the Air and Robert Hariman's influential book Political Style: The Artistry of Power both won the prestigious Winans/Wichelns Award and Hariman's work also won the Marie Hochmuth Nichols Award for Outstanding Scholarship in Public Address. Likewise, communication studies scholars like Kathleen Hall Jamieson and Richard Vatz regularly appear in the popular media to provide political commentary and critique as public intellectuals. Additionally, Robert Ivie is regularly featured in the mainstream press for his research in war rhetoric as is Carol Blair who speaks to the intersections between political monuments, memorialization, and the politics of memory. These political communication scholars have not only gained attention outside the disciplinary boundaries of speech communication and within the popular media, but have also built an influential framework of inquiry that continues to flourish in times when an awareness of the politics of communication is urgent.

In addition to the rigorous scholarship that this branch of communication studies produces, political communication is also of great value both to students who pursue graduate study as well as those who pursue other professional endeavors. For those who continue their education, Political Communication introduces them to the fundamental, constitutive functions of rhetoric which provides a foundation for their subsequent intellectual training. Specifically, Political Communication is interested in the links between language, meaning, the liberal-democratic ideal, publics, mass media, and civic action. For those students who pursue other professions, training in political communication enables a more nuanced and sophisticated understanding of the relationship between politics, culture, and public discourse. Because the course is focused on public, political discourse it is designed to help students to become better citizens and more thoughtful producers and consumers of discourse. Additionally, the course enables students to be more sensitive to the performative dimensions of politics and to develop a heightened political awareness and consciousness.

Because of its preoccupation with civic responsibility and political discourse, Political Communication not only rounds out the Rhetoric/Cultural Criticism track of the department, but is also an asset to the College of Communication as well as the university as a whole. One of the important functions that universities serve is to help students to become better citizens. Our departmental faculty are qualified to teach the course not only through their academic training but, in some cases, through personal experience as well. This puts us in a unique position to provide an outstanding educational experience for our students as well as an opportunity to develop interdisciplinary efforts with other departments, colleges, and fields of inquiry such as media studies, journalism, public relations, political science, sociology, history, and American studies.

### 3. Essence of the Course

#### a) Objectives

The proposed course has four primary objectives:

- (i) To introduce students to the broad scope and multiple dimensions of political communication.
- (ii) To introduce students to the theoretical underpinnings of political communication.
- (iii) To introduce students to the critique of public, political discourse.
- (iv) To facilitate students' sense of civic responsibility.

#### b) Topical Outline

This course offers the following components:

- (i) Course Introduction: Students will be introduced to the various understandings of the term “political” as well as to the foundational discussions of what it means to “communicate.”
- (ii) Political Communication Theory: Because the course emphasizes theory as much as it does critique, the theory covered will inform salient and contemporary political issues including political advertising and campaigning, environmentalism, abortion rights, race relations, class struggle, mass media, and popular culture.
- (iii) Political Campaigns: Both presidential and state/local political campaigns will be featured in this unit of the course.
- (iv) Images of Politics/Political Images in the Media: This unit of the course will focus on televisual news coverage of politics, politics in documentary film, politics and the internet, and political iconic photographs.
- (v) Politics in Popular Culture: This unit of the course will focus on representations of politics in fictional cinema, television, political cartoons, and historical as well as contemporary fiction.

#### c) Course Assignments

Course assignments reflect the Department of Communication Studies' focus on critical thinking, research, and writing skills. As

such, students will be asked to complete various assignments including:

- (i) Examinations that test students' understanding of the theories, concepts, and texts covered in class and their ability to synthesize, critique, and utilize them.
- (ii) A research paper project that will consist of multiple stages or steps to provide students the opportunity to hone their proficiency at scholarly research and writing. This project will allow students to develop their understanding of a particular aspect of political communication in more depth.
- (iii) Classroom exercises and participation designed to promote collaborative learning among students and strengthen critical thinking skills.

d) Sample Course Outline

Week 1	Introduction to course, policies, expectations, procedures, overview of the semester.
Week 2	<b><u>Why is Communication Political?:</u></b> “Formalist” versus “Functionalist” views of language; The philosophers and the sophists, Plato’s <u>Gorgias</u> .
Week 3	Habermas’ “Public Sphere”; The “problem” of communication; The “dream of communication” versus the “nightmare of solipsism.”
Week 4	Charland’s “Constitutive Rhetoric,” “Property and Propriety,” the Letige and the Differénd, the Pagus and the Polis.
Week 5	<b><u>Political Communication Theory:</u></b> Hariman’s “Political Styles”: the Realist, Courtly, Republican, and Bureaucratic Styles.
Week 6	<b><u>Political Campaigns:</u></b> Contemporary presidential campaigns: Then and Now; <u>The Packaging of the Presidency</u> ; <u>The War Room</u> , <u>Air Wars</u> , <u>:30 Second Democracy</u> , <u>The Livingroom Campaign</u> .
Week 7	The Gubernatorial Campaign Process; State and Local Campaigns.

Week	<b><u>Images of Politics/Politics of Images:</u></b> Boorstin's "Pseudo-Event"; Adventures in Media Land; The Media and Politics; Postman on Politics and the Media.
Week 9	Gronbecks' "Teledemocracy."
Week 10	Eloquence in the Electronic Age; The Internet as a Political Tool.
Week 11	The Politics of the Iconic Photograph I; visualizing the people; the myth of the people; the Migrant Mother; Times Square Kiss; the Kent State Photograph.
Week 12	The Politics of the Iconic Photograph II; tensions between liberty and democracy; discourses of Civic Republicanism; The Raising of the Flag at Iwo Jima.
Week 13	<b><u>Politics in Popular Culture:</u></b> Political Cartoons; the First Amendment; Slander.
Week 14	Politics and Popular Television; <u>The West Wing</u> ; <u>Mr. Sterling</u> .
Week 15	Political Communication in Cinema and Fiction. <u>Mr. Smith Goes to Washington</u> . <u>The American Presidency</u> . <u>Wag the Dog</u> .

e) Evaluation and Grading Procedures

The final course grades will be based on faculty evaluation of student work throughout the duration of the class. Course participation grades will be assessed for student engagement of ideas and contributions to in-class discussion.

f) Course Evaluation

The proposed course will be evaluated using the College of Communication student evaluation. Student response will provide information concerning the quality and suitability of course content, teaching effectiveness, assignments, and course texts. In addition, faculty members in the Department of Communication Studies will engage in ongoing evaluation of the course via observation in the classroom, syllabus review, and discussions during faculty meetings.

#### 4. Results of Consultations

- a) Consultants: Bernadyne Weatherford, Chair, Political Science; Carl Hausman, Chair, Journalism; Janice Rowan, Chair, Composition and Rhetoric; Suzanne Sparks-Fitzgerald, Chair, Public Relations, Ned Eckhardt, Chair, Radio, Television, Film.
- b) Consultants' Written Statements: See attached documents (additional documents forthcoming).

#### 5. Additional Supporting Information

- a) Recommended Texts

The Political Communication course will utilize a course reader instead of a textbook to accommodate the wide variety of primary and secondary sources that it engages. Furthermore, Campbell Library is moving to an online reserve system that will enable students to conveniently access the very best of political communication scholarship.

- b) Additional Course Resources

The Political Communication course is grounded in theory and critique stemming from the following primary sources.

Cohen, Jeff and Soloman, Norman. Adventures in Medialand: Behind the News, Beyond the Pundits. Monroe, MA: Common Courage Press, 1993.

Charland, Maurice. "Property and Propriety: Rhetoric, Justice, and Lyotard's Différend." In J. M. Sloop and J. P. McDaniel (Eds.), Judgement Calls: Rhetoric, Politics, and Indeterminacy. Boulder: Westview Press, 199 .

Charland, Maurice. "Constitutive Rhetoric: The Case of the "Peuple Quebecois." Quarterly Journal of Speech (19 7).

Condit, Celeste. Decoding Abortion Rhetoric: The Communication of Social Change. Urbana-Champaign: U of Illinois P, 1990.

Condit, Celeste and John Lucaites. Crafting Equality: America's Anglo-African World. Chicago: U of Chicago P, 1993.

- DeLuca, Kevin. Image Politics: The New Rhetoric of Environmental Activism. Guilford Publications, Incorporated, 1999.
- Edelman, Murray. Constructing the Political Spectacle. Chicago: U of Chicago P, 19 .
- Fiske, John. Media Matters: Everyday Culture and Political Change. Minneapolis: U of Minnesota P, 1996.
- Graber, Doris. Processing Politics: Learning from Television in the Internet Age. Chicago: U of Chicago P, 2001.
- Gronbeck, Bruce. "Rhetoric, Ethics, and Telespectacles in the Post-everything Age." In R. H. Brown (Ed.), Postmodern Representations: Truth, Power, and Mimesis in the Human Sciences and Public Culture. Urbana-Champaign: U of Illinois P, 1995.
- Habermas, Jürgen. The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society. Cambridge: The MIT Press, 19 9.
- Hahn, Dan. Political Communication: Rhetoric, Government, and Citizens. State College, PA: Strata Publishing, Inc., 199 .
- Hariman, Robert. Political Style: The Artistry of Power. Chicago: The U of Chicago P, 1995.
- Hollihan, Thomas. Uncivil Wars: Political Campaigns in a Media Age. Boston: Bedford/St. Martin's, 2001.
- Jamieson, Kathleen Hall. Everything You Think You Know About Politics . . . and Why You're Wrong. New York: Basic Books, 2000.
- . Packaging the Presidency: A History and Criticism of Presidential Campaign Advertising. New York: Oxford UP, 1996.
- . Dirty Politics: Deception, Distraction, and Democracy. New York: Oxford UP, 1993.
- Kern, Montague. Framing Terrorism: The News Media, the Government and the Public. New York: Routledge, 2003.

- Lucaites, John Louis and Robert Hariman. "Dissent and Emotional Management in a Liberal-Democratic Society: The Kent State Iconic Photograph." Rhetoric Society Quarterly 31 (2001): 5-31.
- . "Performing Civic Identity: The Iconic Photograph of the Flag Raising on Iwo Jima." Quarterly Journal of Speech (2002): 363-392.
- McNair, Brian. An Introduction to Political Communication. New York: Routledge, 1999.
- Parenti, Michael. Inventing Reality: The Politics of News Media. New York: St. Martin's Press, 1993.
- . Land of Idols: Political Mythology in America. Boston: Bedford/St. Martin's, 1994.
- Peters, John Durham. Speaking Into the Air: A History of the Idea of Communication. Chicago: U of Chicago P, 1999.
- Postman, Neil. Amusing Ourselves to Death: Public Discourse in the Age of Show Business. New York: Penguin Books, 19 5.
- Richardson, Glenn. Pulp Politics: How Political Advertising Tells the Stories of American Politics. Lanham, MD: University Press of America, 2002.

## 6. Course Description

Political Communication

*Prerequisite: Either Introduction to Government and Politics, American Government, or Survey of Western Political Theory; Comp II*

XXXXXXXX

Political Communication introduces students to the theory and critique of political, public discourse. The course seeks to heighten students' awareness of the inherently political nature of language, images, and other forms of public discourse. Students explore the relationship between publics and politics, as well as the discourses that constitute each. Students develop an original critique of a political artifact such as a political speech, cartoon, news story, or television program.

*200*

Rowan University  
**CURRICULUM PROPOSAL**  
**LIBRARY RESOURCE FORM**

The purpose of this form is to provide a channel of communication between the library and faculty changing and designing new courses/programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the course/program. The information will also provide rationale for institutional support for library acquisitions

This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian. **THIS FORM MUST BE COMPLETED FOR ALL CURRICULUM PROPOSALS.**

- The sponsor(s) complete parts A & B  
 If assistance is required to complete parts A & B, please notify the liaison librarian.
- Forward this form to the librarian who will complete parts C, D & E

**This form must be completed and attached to the original curriculum proposal before being approved by the Senate Curriculum Committee**

A. College Communication Department Communication Studies  
 Proposed by: Schwartz/Corison Date: 10-02-03  
 Course Title: Political Communication  
 Anticipated Date for Course/Program Offering: Fall 2004

B. List specific resources that should be acquired to support this course.

Hariman, Robert. Political Style: The Artistry of Power. Chicago: The U of Chicago P, 1995  
Parenti, Michael. Land of Idols: Political mythology in America. Boston: Delford/St. Martin's, 1994.

C. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.

There are sufficient resources to support this course at this time

D. List key periodicals available in the library to support this course/program.

Communication Quarterly                      Quarterly Journal of Speech  
Free Speech Yearbook                              Vital Speeches of the Day

E. Librarian comments and recommendations:

Name: LIBRARIAN LIAISON Benjamin Fisher Librarian Signature: Benjamin Fisher

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at Rowan University

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<input type="checkbox"/> [ 1 ]	1-800-PRESIDENT : the report of the Twentieth Century Fund Task Force on Television and the Campaign of 1992 / with background papers by Kathleen Hall Jamieson, Ken Auletta, Thomas E. Patterson.	Twentieth Century Fund. Task Force on Television and the Campaign of 1992.	1993
	<i>Library Location: Main Call Number: HE8700.76.U6 T94 1993 Status: Not Charged</i>		
<input type="checkbox"/> [ 2 ]	Abandoned generation : democracy beyond the culture of fear / Henry A. Giroux.	Giroux, Henry A.	2003
	<i>Library Location: Main Call Number: LC196.5.U6 G56 2003 Status: Not Charged</i>		
<input type="checkbox"/> [ 3 ]	American rhetoric and the Vietnam War / J. Justin Gustainis.	Gustainis, J. Justin.	1993
	<i>Library Location: Main Call Number: DS559.8.P65 G87 1993 Status: Not Charged</i>		
<input type="checkbox"/> [ 4 ]	And that's the way it is(n't) : a reference guide to media bias / edited by L. Brent Bozell, III, and Brent H. Baker.		1990
	<i>Library Location: Main Call Number: PN4888.O25 A54 1990 Status: Not Charged</i>		
<input type="checkbox"/> [ 5 ]	Baudrillard : a critical reader / edited by Douglas Kellner.		1994
	<i>Library Location: Main Call Number: HM22.F8 B3818 1994 Status: Not Charged</i>		
<input type="checkbox"/> [ 6 ]	Beat goes on : President Clinton's first year with the media / Tom Rosenstiel.	Rosenstiel, Tom.	1994
	<i>Library Location: Main Call Number: E886.2 .R67 1994 Status: Not Charged</i>		
<input type="checkbox"/> [ 7 ]	Beyond agenda setting : information subsidies and public policy / Oscar H. Gandy, Jr.	Gandy, Oscar H.	1982
	<i>Library Location: Main Call Number: P95.82.U6G36 1982 Status: Not Charged</i>		
	Beyond hypocrisy : decoding the news in an age of		

Γ [ 8 ]	propaganda : including A doublespeak dictionary for the 1990s / by Edward S. Herman ; illustrations by Matt Wuerker.	Herman, Edward S.	1992
	<i>Library Location: Main Call Number: P96.L342 U55 1992 Status: Not Charged</i>		
Γ [ 9 ]	Black and multiracial politics in America / edited by Yvette M. Alex-Assensoh and Lawrence J. Hanks.		2000
	<i>Library Location: Main Call Number: E185.615 .B537 2000 Status: Not Charged</i>		
Γ [ 10 ]	Bleep! censoring rock and rap music / Betty Houchin Winfield and Sandra Davidson, editors.		1999
	<i>Library Location: Main Call Number: ML3534 .B632 1999 Status: Not Charged</i>		
Γ [ 11 ]	Breaking the news : how the media undermine American democracy / James Fallows.	Fallows, James M.	1997
	<i>Library Location: Main Call Number: PN4888.O25 F35 1997 Status: Not Charged</i>		
Γ [ 12 ]	Brown tide rising : metaphors of Latinos in contemporary American public discourse / Otto Santa Ana.	Santa Ana, Otto, 1954-	2002
	<i>Library Location: Main Call Number: E184.S75 S268 2002 Status: Not Charged</i>		
Γ [ 13 ]	Chicano renaissance : contemporary cultural trends / edited by David R. Maciel, Isidro D. Ortiz, María Herrera-Sobek.		2000
	<i>Library Location: Main Call Number: E184.M5 C453 2000 Status: Not Charged</i>		
Γ [ 14 ]	Children's culture reader / edited by Henry Jenkins.		1998
	<i>Library Location: Main Call Number: HQ767.9 .C4557 1998 Status: Not Charged</i>		
Γ [ 15 ]	Citizens, protest, and democracy / special editor of this volume, Russell J. Dalton.		1993
	<i>Library Location: Main Call Number: H1 .A4 Status: Not Charged</i>		
Γ [ 16 ]	Clinton presidency : images, issues, and communication strategies / edited by Robert E. Denton, Jr., and Rachel L. Holloway.		1996
	<i>No Holdings Available</i>		
Γ [ 17 ]	Cognitive psychology of mass communication / Richard Jackson Harris.	Harris, Richard Jackson.	1999
	<i>Library Location: Main Call Number: P96.P75 H37 1999 Status: Not Charged</i>		
Γ [ 18 ]	Communication consultants in political campaigns : ballot box warriors / Robert V. Friedenberg.	Friedenberg, Robert V.	1997
	<i>Library Location: Main Call Number: JK2281 .F75 1997 Status: Not Charged</i>		
Γ [ 19 ]	Communication, development, and the Third World : the global politics of information / Robert L. Stevenson.	Stevenson, Robert L.	1988
	<i>Library Location: Main Call Number: P92.2.S7 1988 Status: Not Charged</i>		

[ 20 ]	Communication in the presidential primaries : candidates and the media, 1912-2000 / Kathleen E. Kendall.	Kendall, Kathleen E., 1937-	2000
	Library Location: Main    Call Number: E176.1 .K42 2000    Status: Not Charged		

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**From:** B Weatherford  
**To:** Schowalter, Daniel F.  
**Date:** 10/2/03 1:04PM  
**Subject:** New Course Proposal

Dear Dan,

After sending you my original Consultation Report about your new course proposal "Political Communication," and after e-mailing and conversations by telephone, I am happy to support your proposal with the changes that we discussed. We agreed that the course should be "more rhetorically oriented" and that the students in the course, who, according to your proposal, would be addressing issues such as political campaigns, class struggle, civil rights, etc., should be required to take a prerequisite course in an introductory Political Science course such as American Government in order to give them a background in the basics of government and politics in the United States.

I hope that these additional comments are helpful in your quest to add a new and interesting course to your offerings.



September 18, 2003

Daniel F. Schowalter  
Communication Studies  
Rowan University

RE: Political Communication Course Proposal

Dear Dan:

The university vision espouses the concept of interdisciplinary study. We welcome the opportunity for public relations students to experience political communication as a related and important area of study.

Many of our students go on to work as public information officers, public affairs directors and lobbyists. We support a course that encompasses both theory and practice.

Therefore, we do endorse Political Communication as a required course for communication students and as a relevant option for PR students.

Sincerely,

Suzanne FitzGerald  
Chair  
Public Relations/Advertising



*Department of Journalism and Creative Writing*

September 16, 2003

Daniel F. Schowalter  
Department of Communication Studies

Dear Dan:

I am pleased to provide an endorsement for your proposed course in Political Communication.

As the author of a book that dealt in large part with political communication, I can attest to the need for better understanding of the political process, and note that much of the seminal work in this field has indeed been done by rhetoricians, including Kathleen Hall Jamieson.

Also, I commend the multi-disciplinary choice of authors for discussion: the work of Boorstin (a historian) is still as relevant today as when it was written. The writings of Postman (a specialist in language) about how technology has changed the electoral process are insightful.

Best of luck with the course.

Cordially,

Carl Hausman  
Professor and Chair  
Journalism and Creative Writing



*Composition and Rhetoric*

September 28, 2003

Dr. Daniel Schowalter  
Department of Communication Studies  
Hawthorn

Dear Dr. Schowalter:

I support your department's course proposal for Political Communication. It seems to me a very timely and much needed offering. I have long favored courses and assignments that help our students examine their civic responsibilities more carefully and critically. Training in understanding the rhetoric of public discourse is also of obvious value to students in many different disciplines and part of a strong background for graduate study.

I applaud the course's tri-part emphasis on theory, political campaigns, and politics and culture as well as the focus on critical thinking, research, and writing.

This course complements three other new Rowan Seminar courses that I have been asked to support: Readings in American Democracy; Language, Rhetoric, and Propaganda; and Identity, Culture, and Democracy.

The Political Communication course proposal exhibits the same soundness and forward thinking that your colleagues have come to expect from your department in curricular matters.

Sincerely,

Janice Rowan  
Chair, Department of Composition and Rhetoric



*Radio/Television/Film Department*

To: Daniel Schowalter, Department of Communication Studies  
From: Ned Eckhardt, Chair: Radio/TV/Film Department  
Subject: New course proposal: Political Communication  
Date: October 3, 2003

This is a letter of support for this new course proposed by Dan Schowalter in the Communications Studies Department. The course fills a need not only in the Communications Studies Rhetoric/Cultural Criticism track, but also in other departments in the College of Communication.

The proposal reflects solid research in the Political Communication field, and integrates the study of the impact of the media on all phases of political communication. The course blends the interrelated worlds of politics, culture, and public discourse. This combination of approaches opens the course up to cross-disciplinary studies, which is exciting and one of the ongoing objectives of the College of Communication.

The course outcome of enabling students to become better citizens and more thoughtful producers and consumers of discourse is exemplary. The Objectives of the course have been researched and organized in an effective manner. The Course Assignments and Weekly Outline present a rigorous academic experience that should challenge the students. The intersecting of the media with the theory and historical practice of the political experience is well thought out and should lead to productive projects, papers and learning.

Radio/TV/Film students would profit greatly from this course, especially students in our Critical Studies Track. A course in political communication is long overdue, and will be greatly appreciated by all of the Departments in the College of Communication.