

## Political Science 4026 Campaigns and Elections Fall 2011

Dr. Hogan  
238 Stubbs Hall  
Telephone: 578-3217  
rhogan1@lsu.edu

218 Coats Hall, TTH 6:10-9:00  
Office Hours TTH 10:40-11:40 or by appt.

### Course Description

Political campaigns are central components of the political process in the United States. It is through a campaign that a candidate for public office builds a coalition of supporters who will turn out and cast votes. Campaigns are vehicles which candidates use to inform and mobilize voters. Not only do they affect who wins and who loses elections, they set the stage for representation.

This course examines many aspects of political campaigns and elections in a variety of different settings. A number of important questions are addressed including: Why do individuals decide to run for office? How do they go about building an organization and raising funds for their campaign? What strategies do they undertake in order to win voter support? What techniques do they use to contact voters? What effects do campaigns have on mobilizing and persuading voters?

We will utilize a variety of approaches throughout the semester, however, much of our attention is on the practical aspects of political campaigns from the perspective of the candidates. A key question we address throughout the semester involves what implications the characteristics of campaigns have for representative democracy in the United States? In addition to our focus on the substantive aspects of campaigns and elections, we will also spend time examining the methods used by scholars to answer questions about this topic. Part of our goal is to assess the evidence obtained by scholars and to consider alternative approaches. While this is not a course on political science methodology, issues involving research design and analysis will play prominently in our class discussions.

### Reading Materials

The following books are available for purchase in the bookstore:

- Burton, Michael John, and Daniel Shea. 2010. *Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management*, Santa Barbara: Praeger.
- Flanigan, William, and Nancy H. Zingale. 2010. *Political Behavior of the American Electorate*, 12<sup>th</sup> edition, Washington, DC: Congressional Quarterly Press. Be certain to obtain the free supplemental with purchase of the text: Theiss-Morse, et al. 2011. *Political Behavior in Midterm Elections*, 2011 Edition, Washington, DC: Congressional Quarterly Press.
- Frantz, Michael M. 2008. *Choices and Changes: Interest Groups in the Electoral Process*, Philadelphia: Temple University Press.
- West, Darrell M. 2010. *Air Wars: Television Advertising in Election Campaigns, 1952-2008*, 5<sup>th</sup> edition Washington, DC: Congressional Quarterly Press.

In addition, other required readings listed on the syllabus are accessible through the LSU Moodle system.

## Course Requirements

The grade for the course is determined by a student's performance in the following areas:

Participation	15%
Book Review	20%
Mid-Term Exam	30%
Final Exam	35%
<hr/>	
TOTAL	100%

Letter grades will be determined as follows: A = 90 – 100 percent, B = 80 – 89 percent, C = 70 – 79 percent, D = 60 – 69 percent, and F = Below 60 percent.

### Participation: Class Discussions, Quizzes, and Brief Writing Assignments

Classes are generally conducted in a lecture-discussion format so it is important to keep up with the readings and to come to class prepared. Students are strongly encouraged to take part in class discussions. In order to do this, it is necessary to complete the readings in advance and to spend time thinking about them in a critical manner.

Quizzes will be administered periodically along with brief in-class writing assignments. In addition, I may occasionally ask you to complete a short assignment that is due at the beginning of the next class meeting. These assignments typically involve writing a brief essay on a given topic. This work will be counted as part of your participation grade. All class assignments will be posted on Moodle soon after they are provided in class. If you miss class, it is your responsibility to check Moodle for any missed assignment prior to the next class meeting. Also, assignments not handed in on time will receive a grade penalty.

### Book Review

This assignment counts for 20% of the course grade and requires students to write a review of *Air Ways: Television Advertising in Election Campaigns, 1952-2008*. The review involves answering a series of questions that will be provided at least one week prior to its due date which is Thursday, October 27<sup>th</sup> at the beginning of class.

### Exams

There are two exams – a mid-term and a final (dates are listed on the syllabus). These tests will consist of short-answer/essay style questions. Note that makeup exams are only administered when a student can produce a valid written excuse. If you anticipate a problem, please let me know as soon as possible. Also, for anyone who has special needs or who requires accommodations through Disability Services, please advise me of your situation in advance of the exams so arrangements can be made.

### General Policies

#### *Plagiarism*

Plagiarism is a serious offense and is not taken lightly. Use of another's words or ideas without giving proper credit will not be tolerated. Care should be made to properly cite sources where appropriate. If you have questions about what constitutes plagiarism, please consult me. I reserve the right to investigate when I suspect that you are not doing your own work. All violations of this policy are turned over to the Dean of Students for adjudication.

#### *Classroom Etiquette*

Please be considerate to those around you who are trying to listen, take notes, and participate in class discussions. Please make every effort to be on time to class. Be seated and ready to begin at 6:10 and leave early only for emergencies. Turn cell phones and pagers to silent. Most importantly, do not talk during class. Disruptive students will be asked to leave immediately.

### *Recording Devices and Computers*

No audio or video recording devices are allowed unless special permission is granted by the instructor. Please do not take photographs of the overheads. You are free to use laptop computers for class purposes (e.g., taking notes, looking up relevant information on the internet, etc.). But please do not simply play on the internet, check e-mail, or use social networking sites.

### *Late Assignments and Missed Work*

All written assignments are due at the beginning of class. Penalties will be assessed based upon the circumstances, but will generally involve a substantial loss of points. In other words, be certain that I receive your written work at the beginning of class. Please note that for reasons of fairness to other students in the class, credit cannot be given at the end of the semester for missed exams and quizzes or for papers not handed in. In other words, when you experience a significant problem that prevents you from meeting a deadline or taking a test, it is your responsibility to let me know about it in a timely manner and to make arrangements to make up the missed work. Excuses must be provided within one week of your return, NOT at the end of the semester.

## Course Schedule

August 25      *Introduction to the Course*

September 1      *Approaches to Studying Campaigns*

- Reading #1: Lupia, Arthur. 2000. "Evaluating Political Science Research: Information for Buyers and Sellers," *PS: Political Science and Politics* (pp. 7-13).
- Reading #2: Berry, William D., and Mitchell S. Sanders. 2000. (Chapter 1) *Understanding Multivariate Research: A Primer for Beginning Social Scientists*, Boulder, CO: Westview Press.
- Reading #3: "Appendix: A Brief Introduction to Regression."
- Flanigan and Zingale, Introduction, Chapters 1, 2, and Appendix, pp. 1-66 and 241-252.
- Burton and Shea, Introduction pp. 1-20.
- Reading #4: Holbrook, Thomas M. 2006. "Do Campaigns Really Matter?" Chapter 1, *The Electoral Challenge: Theory Meets Practice*, ed. Stephen C. Craig, Washington, DC: Congressional Quarterly Press.
- Reading #5: Holbrook, Thomas M. 2008. "Incumbency, National Conditions, and the 2008 Presidential Election," *PS: Political Science and Politics*, 709-712.
- Reading #6: Abramowitz, Alan I. 2010. "How Large a Wave? Using the Generic Ballot to Forecast the 2010 Midterm Elections," *PS: Political Science and Politics*, 631-632.
- Reading #7: Streb, Matthew J. 2006. "The Offices We Elect," Chapter 3, *Rethinking American Electoral Democracy*, New York: Routledge.

September 8      *Deciding to Run for Political Office*

- Reading #8: Herrnson, Paul S. 2008. "Candidate and Nominations," Chapter 2 in *Congressional Elections: Campaigning at Home and in Washington*, Washington, DC: Congressional Quarterly Press.
- Reading #9: Squire, Peverill, and Gary Moncrief. 2010. "State Legislative Campaigns and Elections" Chapter 2 in *State Legislatures Today: Politics Under the Domes*, Boston, Longman, 36-73.
- Reading #10: Maestas, Cherie, L. Sandy Maisel, and Walter J. Stone. 2005. "National Party Efforts to Recruit State Legislators to Run for the U.S. House," *Legislative Studies Quarterly* 30: 277-300.
- Reading #11: Van Dunk, Emily. 1997. "Challenger Quality in State Legislative Elections," *Political Research Quarterly* 50: 793-807.
- Reading #12: Fox, Richard L. 2010. "Congressional Elections: Women's Candidacies and the Road to Gender Parity," Chapter 7 in *Gender and Elections: Shaping the Future of American Politics*, Cambridge: Cambridge University Press.
- Reading #13: Fox, Richard L., and Jennifer L. Lawless. 2011. "Gendered Perceptions and Political Candidacies: A Central Barrier to Women's Equality in Electoral Politics," *American Journal of Political Science* 55: 59-73.
- Reading #14: Hamm, Keith E., and Robert E. Hogan. 2008. "Campaign Finance Laws and Candidacy Decisions in State Legislative Elections," *Political Research Quarterly* 61: 458-467.

September 15 *Developing an Electoral Strategy*

- Flanigan and Zingale, Chapters 3-6, pp. 67-171.
- Burton and Shea, Chapters 1, 2, 4, 5, and 6 pp. 23-51 and 77-135.
- Reading #15: Gimpel, James G., Karen M. Kaufmann, and Shanna Pearson-Merkowitz. 2007. "Battleground States versus Blackout States: The Behavioral Implications of Modern Presidential Campaigns," *Journal of Politics* 69: 786-97.
- Reading #16: Microtargeting. 2010. "Explaining the 'Dark Magic' of Microtargeting," *Campaigns & Elections*, August.
- Reading #17: Roe, Jeff. 2010. "Targeting the Right Voters, with the Right Message, at the Right Time," *Campaigns & Elections*, February.
- Reading #18: Weiss, Daniel. 2011. "From Black and White to Red and Blue?: Television's New Colors," *Campaigns & Elections*, February.

September 22 *Raising Funds and Building an Organization*

- Reading #19: Herrnson, Paul S. 2008. The Campaign for Resources, Chapter 6 in *Congressional Elections: Campaigning at Home and in Washington*, Washington, DC: Congressional Quarterly Press.
- Reading #20: Francia, et al. 2003. "Who are the Financiers of Congressional Elections," and "What Motivates Donors?" Chapters 2 and 3 in *The Financiers of Congressional Elections: Investors, Ideologues, and Intimates*, New York: Columbia University Press.
- Burton and Shea, Chapter 7, pp. 139-157.
- Reading #21: Dwyre, Diana. 2011. "Old Games, New Tricks: Money in the 2010 Elections," in *Extension: A Journal of the Carl Albert Congressional Research and Studies Center*, Summer: 18-24.
- Reading #22: Shaw, Catherine. 2004. "The Campaign Team," Chapter 1 in *The Campaign Manager: Running and Winning Local Elections*, 3<sup>rd</sup> edition, Colorado: Westview Press.
- Reading #23: Fundraising. 2011. "Keeping the Money Coming," *Campaigns & Elections*, May.
- Reading #24: Stolp, Jen, and Eric Frenchman. 2011. "Want to Raise Money Online in 2012?: First Learn the Lessons of 2010," *Campaigns & Elections*, May.

September 29 *Interest Groups in the Electoral Process*

- Frantz, Michael M. 2008. *Choices and Changes: Interest Groups in the Electoral Process*, Philadelphia: Temple University Press.
- Reading #25: Francia, Peter L. 2011. "Campaign Finance After Citizens United: What the Future May Hold," *Campaigns & Elections*, May.

October 6 **Midterm Exam**

October 13 **Fall Break**

October 20 *Sizing up the Opposition and Choosing Tactics*

- Burton and Shea, Chapters 3, 8 and 10, pp. 53-73, 159-176, and 191-205.
- Reading #26: Overby, L. Marvin, and Jay Barth. 2006. "Radio Advertising in American Political Campaigns: The Persistence, Importance, and Effects of Narrowcasting," *American Politics Research*, 34: 451-478.
- Reading #27: Graf, Joseph. 2008. "New Media: The Cutting Edge of Campaign Communications," Chapter 4 in *Campaigns on the Cutting Edge*, Washington, DC: Congressional Quarterly Press.
- Reading #28: Greyes, Natch. 2011. "The Untapped Potential of Social Media: A Primer for Savvy Campaigners," *Campaigns & Elections*, March.
- Reading #29: Theilmann, John, and Allen Wilhite. 1998. "Campaign Tactic sand the Decision to Attack," *Journal of Politics* 60: 1050-62.
- Reading #30: Medvic, Stephen K. 1998. "The Effectiveness of the Political Consultant as a Campaign Resource," *PS: Political Science and Politics*, 31: 150-54.
- Reading #31: Direct Mail. 2010. "The Mailbox is Still Where It's At," *Campaigns & Elections*, May 2010.
- Reading #32: Dash, Hal, and Matt Klink. 2010. "Here Comes the Judge," *Campaigns & Elections*, September 2010.

October 27      *Television Advertising and the News Media*

- West, Darrell M. 2010. *Air Wars: Television Advertising in Election Campaigns, 1952-2008*, 5<sup>th</sup> edition Washington, DC: Congressional Quarterly Press.
- Burton and Shea, Chapter 9, pp. 177-190
- Flanigan and Zingale, Chapter 7, pp. 173-207.

**\*\*\*\*Book Review Due at the Beginning of Class\*\*\*\***

November 3      *Assessing Campaign Effects*

- Flanigan and Zingale, Chapter 8, pp. 209-239.
- Reading #33: Holbrook, Thomas M. 2002. "Did the Whistle-Stop Campaign Matter?" *PS: Political Science and Politics* March: 59-66.
- Reading #34: Highton, Benjamin. 2011. "Prejudice Rivals Partisanship and Ideology When Explaining the 2008 Presidential Vote across the States" *PS: Political Science and Politics* 44: 530-35.
- Reading #35: Gerber, Alan S., and Donald P. Green. 2000. "The Effects of Nonpartisan Get-Out-The Vote Drive: An Experimental Study of Leafletting," *Journal of Politics*, 62: 846-57.

November 10     *Case Study of the 2010 Midterm*

- Theiss-Morse, et al. 2011. *Political Behavior in Midterm Elections*, 2011 Edition, Washington, DC: Congressional Quarterly Press.
- Reading #36: Jacobson, Gary C. 2011. "Barack Obama, the Tea Party, and the 2010 Midterm Elections," in *Extension: A Journal of the Carl Albert Congressional Research and Studies Center*, Summer: 6-11.
- Reading #37: Abramowitz, Alan I. 2010. "The 2010 Midterm Elections: Aberration or Return to Normal," in *Extension: A Journal of the Carl Albert Congressional Research and Studies Center*, Summer: 12-17.
- Reading #38: Karpowitz, Christopher F., et al. 2011. "Tea Time in America? The Impact of the Tea Party Movement on the 2010 Midterm Elections," *PS: Political Science and Politics* April: 303-309.
- Reading #39: Stonecash, Jeffrey M. 2011. "Democrats in Split-Outcome Districts and the 2010 Elections," *PS: Political Science and Politics* April: 321-324.

November 17     *Evaluating Political Campaigns*

- Reading #40: Griffin, John D. 2006. "Electoral Competition and Democratic Responsiveness: A Defense of the Marginality Hypothesis," *Journal of Politics* 68: 911-21.
- Reading #41: Mondak, Jeffery J. 1995. "Competence, Integrity, and the Electoral Success of Congressional Incumbents," *Journal of Politics* 57: 1043-69.
- Reading #42: Herrnson, Paul S., Irwin L. Morris, and John McTague. 2011. "The Impact of Presidential Campaigning for Congress on Presidential Support in the U.S. House of Representatives," *Legislative Studies Quarterly* 36: 99-122.
- Reading #43: Freedman, Paul, Michael Franz, and Kenneth Goldstein. 2004. "Campaign Advertising and Democratic Citizenship," *American Journal of Political Science* 48(4): 723-41.
- Burton and Shea, Conclusion, pp. 207-219.

November 24     **Thanksgiving Holiday**

December 1      *Summation and Review*

December 8      **FINAL EXAM** in this classroom on Thursday, December 8 from 8:00-10:00 p.m.