

2016

## 399 Political Communication Internship

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**Xavier University**  
**POLI 399 Political Communication Internship**

Professor: Dr. Mack Mariani  
Office: Schott Hall #710  
E-mail: marianim@xavier.edu  
Office Hours: MWF 12:00 pm – 3:00 pm (by appointment)  
Cell: (513) 508-6849

**COURSE DESCRIPTION**

This is a guided internship course taken in conjunction with a 12-14 week internship. Students are required to work between 10 and 20 hours per week during the course of the internship (10-15 hours is recommended in the Fall and Spring semesters, 16-20 hours is recommended in the summer). The course readings focus on issues in the field of political communication and assignments provide students the opportunity to develop writing and analytical skills critical to success in the field of political communication.

**LEARNING OBJECTIVES**

Xavier University seeks to provide students with the knowledge, experience and skills that they need to navigate the world and live lives of reflection, compassion and informed action. In today's world, that requires the ability to understand the messages that we receive through media, as well as the ability to communicate – not just interpersonally, but through various forms of media. This course will help students develop the tools they need to be intelligent consumers of the media and political messaging. Through their coursework and assignments, they will also be better prepared to engage the media, understand political institutions and processes, and participate actively and effectively in civic life. In particular, this course aims to develop analytical and communication skills that are key to success in the modern world, while providing students with opportunities to reflect on the ethical and moral obligations of political and media actors and everyday citizens.

**OFFICE HOURS**

My office is located at Schott #710. My office hours are on MWF from 12:00 p.m. – 3:00 p.m. (by appointment). Contact me to set up a time to meet. I am always available by cell phone (513-508-6849) or e-mail if you want to discuss something or set up another time outside of my office hours. If you text me, please include your name at the end of the text. If you have an important message for me, don't send it to me through Canvas. Instead, use my Xavier e-mail!

**BOOKS**

- Adam Garfinkle, Political Writing: A Guide to the Essentials, ME Sharpe, 2012.
- Reeher and Mariani (eds.), The Insider's Guide to Political Internships: What to Do Once You're in the Door, Boulder, CO: Westview Press, 2002. Kindle version is fine.

All other readings will be available on the Canvas course management system.

## COURSE POLICIES

- **Academic needs** – Xavier University will make reasonable accommodations for students with properly documented disabilities. If you are eligible to receive an accommodation and would like to request it for this course, please discuss it with me privately during the first few weeks of the semester or contact the Learning Assistance Center at (513) 745-3280 for assistance.
- **Late Papers** – Late papers and assignments will receive a one-letter grade penalty period (an A paper becomes a B, etc...). Assignments more than one week late will receive a two-letter grade penalty (or more, depending).
- **Workplace Professionalism** - As an intern, you represent Xavier University and the Department of Political Science. To receive credit for this course, you must follow through on your responsibilities, show up for your hours, adhere to the rules of your office, and uphold standards of professionalism, honesty or good judgment. The key to this is communication. If you are not able to make a particular shift at the office, let your supervisor know as soon as possible. If there is a problem in the office that you aren't sure how to address, discuss it with your supervisor (and feel free to contact professor Mariani to discuss it as well). If you engage in unprofessional or dishonest behavior, or if you have excessive absences from your internship, you will receive a failing grade in the course.
- **Liability Waiver** - Xavier University requires students who are participating in off-campus internships and co-ops to fill out a liability waiver. This document must be filled out and submitted on canvas before you start your internship.

## SAFETY

Internships take place in the real world. Use good judgment and make sure you take reasonable precautions to keep yourself safe in and around your workplace. If you have concerns about safety or a workplace issue that needs to be addressed, please contact me immediately. Please be sure to provide up to date contact information in the Contact Information assignment on canvas. Also, be sure to read the Title IX information sheet provided on canvas. If you have questions or concerns, call me at 513-508-6849.

## PERFORMANCE EVALUATIONS

To receive credit and a passing grade, students are expected to perform well in the internship and to behave in an honest and professional manner at all times. To ensure that this is accomplished, students must be evaluated by their internship supervisors at the mid-point and end of the internship. Evaluation forms will be provided and you are responsible for submitting the completed evaluation forms on canvas. Likewise, you will have the opportunity to evaluate the quality of the experience and to share your views on the work opportunities you received during the course of the internship.

## INTERNSHIP HOURS

To receive credit, students are required to work between 10 and 20 hours per week during the course of the 12-14 week internship (see course description above for recommended hours). If the number of hours or weeks will vary from this guideline, please discuss it with professor Mariani.

## GRADING

The final grades will be based on your overall performance in course assignments and your successful completion of all course requirements. Failure to complete course requirements may result in a failing grade.

Grade Distribution:

20% Internship Evaluations and Participation

30% Journal Assignments

50% Writing Assignments

The following point totals are needed to secure the following grades:

95%	A	79%	C+
92%	A-	75%	C
89%	B+	72%	C-
85%	B	69%	D+
82%	B-	<61%	F

## CLASS MEETING SCHEDULE

There are no fixed times for the internship class to meet as a group, but I will call a group meeting approximately one time per month. I am always available to meet if you would like to discuss your internship. I will send an announcement on Canvas with meeting dates.

## ASSIGNMENTS

See Canvas for Assignments and Due Dates. All assignments and papers should be submitted on canvas. Do not e-mail them to professor Mariani. Assignments will generally be due on Sunday nights. Please manage your time wisely, while you can hand in your assignments a few days early, assignments that are not handed in on time will be immediately assessed a one-letter grade penalty. Assignments that are more than one week late will receive a two-letter grade penalty (or more).

## READINGS AND ASSIGNMENTS

The basic reading list appears below. Additional readings may be added at the discretion of the professor.

Week	Topic/Reading	Assignment Due
Week 1	<b><u>Preparation</u></b> * Reeher and Mariani. 2003. "Basic Rules to Live By," chapters 3-7 in <u>The Insider's Guide to Political Internships</u> , Denver: Westview. Read the chapter that best applies to your internship carefully and skim the rest.	<b><u>January 13 &amp; 17</u></b> Preparatory Assignments Due
Week 2	<b><u>Narratives</u></b> * Evan Cornog. 2004. "Finding a Story, Choosing a Character," in <u>The Power and the Story</u> , Boston: Pearson.	<b><u>January 24</u></b> Journal Assignment 1 (Narratives)

Week 3	<p><b>Framing</b></p> <p>* George Lakoff. 2004. "<a href="#">Framing 101: How to Take Back Public Discourse.</a>" In <i>Don't Think of an Elephant. Know your Values and Frame the Debate – The Essential Guide for Progressives.</i></p> <p>* Frank Luntz. 1996. "<a href="#">Language: A Key Mechanism of Control, AKA The "GOPAC Memo."</a></p> <p>* Frank Luntz. "<a href="#">The 14 Words to Never Use.</a>" Appendix from <i>Words that Work.</i></p>	<p><b>January 31</b></p> <p>Journal Assignment 2 (Framing)</p>
Week 4	<p><b>Earned Media</b></p> <p>* Shanto Iyengar. 2016. "Campaigning through the Media." in <i>Media Politics: A Citizen's Guide</i>, New York: WW Norton.</p> <p>* Dotty Lynch. 2014. "How the Media Covered the 2012 Election: The Role of Earned Media," in <i>Campaigns and Elections American Style</i>, Thurber and Nelson (eds.), Denver: Westview Press.</p>	<p><b>February 7</b></p> <p>Journal Assignment 3 (Earned Media Assignment)</p>
Week 5	<p><b>Paid Media</b></p> <p>* Catherine Shaw. 2014. "The Campaign Brochure," in <i>The Campaign Manager</i>, 5<sup>th</sup> Edition. Denver: Westview Press.</p> <p>* Darnell West. 2014. "Qualities of Effective Ads." in <i>Air Wars</i>, Washington, DC: CQ Press.</p>	<p><b>February 14</b></p> <p>Journal Assignment 4 (Publication Analysis)</p>
Week 6	<p>* Garfinkle, <i>Political Writing</i>, Ch. 1 (Fundamentals of Rhetoric and Polemic)</p>	<p><b>February 21</b></p> <p>Journal Assignment 5</p>
Week 7	<p>* Garfinkle, <i>Political Writing</i>, Ch. 2 (Becoming a Better Writer)</p>	<p><b>February 28</b></p> <p>Journal Assignment 6</p>
Week 8	<p>* Garfinkle, <i>Political Writing</i>, Ch. 3 (Writing Better Still)</p>	<p><b>March 6</b></p> <p>Midterm Evaluations Due</p>
Week 9	<p>Spring Break (March 7-11).</p>	<p><b>March 13</b></p> <p>No Assignment</p>
Week 10	<p><b>Letters</b></p> <p>* Reeher and Mariani. 2003. "Constituent Letters," chapter 12 in <i>The Insider's Guide to Political Internships</i>, Denver: Westview.</p> <p>* Garfinkle, <i>Political Writing</i>, Ch. 8 (Letters, Ceremonials and Toasts). Read the section on Letters, pp. 123-130.</p>	<p><b>March 20</b></p> <p>Assignment #1 (Letter)</p>
Week 11	<p><b>Press Releases</b></p> <p>* Reeher and Mariani. 2003. "Press Releases," chapter 13 in <i>The Insider's Guide to Political Internships</i>, Denver: Westview.</p>	<p><b>March 27</b></p> <p>Assignment #2 (Press Release)</p>
Week 12	<p><b>Op-Eds</b></p> <p>* Garfinkle, <i>Political Writing</i>, Ch. 6 (The Op-Ed)</p>	<p><b>April 3</b></p> <p>Assignment #3 (Op-Ed)</p>
Week 13	<p><b>Speeches</b></p> <p>* Powell and Cowart. 2003. "Political Speeches." In <i>Political Campaign Communication</i>, Boston: Pearson. *</p>	<p><b>April 10</b></p> <p>Updated Resume Due &amp; Work on Speech</p>
Week 14	<p><b>Speeches Continued</b></p> <p>* Garfinkle, <i>Political Writing</i>, Ch. 7 (Speechwriting)</p>	<p><b>April 17</b></p> <p>Assignment #4 (Speech)</p>
Week 15	<p><b>Memoranda</b></p> <p>* Reading TBA</p>	<p><b>April 24</b></p> <p>Assignment #5 (Memo)</p>
Week 16	<p><b>Final Week</b></p> <p>* No Readings</p>	<p><b>May 1</b></p> <p>Final Eval. Due</p>