

University of Calgary

Department of Communication and Culture

Communications Studies (COMS) 401.32 L01 Special Topics in Communications (Propaganda and Persuasion) Spring 2014 (May 14 – June 26) Monday and Wednesday 3:00 – 5:45 pm

Instructor: Jeremy J. Hexham
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Course Description

What is propaganda and how does it affect our lives? What is the relationship of propaganda to society, politics, and culture? How is propaganda created and which communications techniques are used to make it effective?

This course examines the history of propaganda paying particular attention to its development in the 20th century and its impact today. In doing so the course will present examples from advertising, journalism, cinema, painting and digital media for analysis and discussion. The aim is to give students a broad understanding propaganda and its role in public communications. Finally, the ethics of propaganda will be discussed.

Objectives of the Course

By the end of the course, students should be able to:

- Discuss the history of propaganda from Ancient Greece to the present.
- Recognize and identify major propaganda techniques.
- Understand the structure of propaganda campaigns and the place of various organizations in promoting propaganda
- Discuss the role of rhetoric, myth, ideology and worldview in propaganda
- Think critically about the role of the media in propaganda campaigns

Internet and electronic communication device information

- Cell phones must be put away at the start of class: there will be no texting, twittering, use of facebook, emailing, and so on during this class. If any of these activities persists, students may be asked to leave the class.
- If you wish to use a laptop you need to get instructor permission and sit at the back of the class so as not to disturb other students.

- Laptop computers may be used only to take notes during class. Please do not use your laptop to view non-class related content or to do work unrelated to this class. Under no circumstances should a student use their laptop during a student presentation. Those who do not adhere to this rule will lose the right to use a laptop. Please note you may be asked to provide notes to other students and the instructor.
- **Recording of lectures:** Recording any part of any lecture in any form, including through a computer, without permission is not permitted. Nor will the Power Point slides or lecture notes be posted on the web. The photographing of Power Point lectures with a cell phone or other device is not permitted. These restrictions are due to copyright and intellectual property issues and are strictly enforced.

E-mail Policy

- When sending me an email make sure that you have COMS 383 in the subject line
- Please ensure that your name is visible in the “from line.” This way I can identify you and not play email tag.
- Before this course begins please go to the blackboard site and send an email to yourself. If you do not receive the email it is your responsibility to update your email address in the University of Calgary system. Instructions on how to do this are provided on the E-learn page. If you neglect to update your email address in the system, you will miss important messages related to the course.

Textbooks and Readings:

Required:

Nicholas Jackson O'Shaughnessy, *Politics and Propaganda: Weapons of Mass Seduction*, Ann Arbor, University of Michigan Press, 2004.

Supplementary readings

Garth S. Jowett and Victoria O'Donnell, *Readings in Propaganda and Persuasion: New and Classic Essays*. Sage Publications, 2006.

Garth S. Jowett and Victoria O'Donnell, *Propaganda and Persuasion (Fifth edition)*. Sage Publications, 2012.

Philip M. Taylor, *Munitions of the Mind: A history of propaganda from the ancient world to the present day (fourth edition)*: Manchester University Press, 2003

David Welch, *Propaganda - Power and Persuasion*: British Library, 2013

Classic texts on propaganda available to be read online or as downloadable pdf files

Edward L. Bernays, *Propaganda*, 1928

<https://archive.org/details/Propaganda1928ByEdwardL.Bernays>

Lasswell, Harold D., *World Revolutionary Propaganda*, 1939

<https://archive.org/details/worldrevolutiona00lassrich>

Noam Chomsky, *Necessary Illusions*, 1989

https://archive.org/details/media_Noam_Chomsky-Necessary_Illusions

David Welsh, *Propaganda and the German Cinema*, 2001

https://archive.org/details/Propaganda_And_The_German_Cinema_d_Welch

Jacque Ellul, *Propaganda: The Formation of Men's Attitudes*

http://monoskop.org/images/4/44/Ellul_Jacques_Propaganda_The_Formation_of_Mens_Attitudes.pdf

Assignments and Evaluation*

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|--------------------|-----|------------------|
| • Reflective Essay | 15% | (May 21) |
| • Presentation | 15% | (June 2 onwards) |
| • Quiz | 25% | (June 2) |
| • Research Paper | 35% | (June 23) |
| • Participation | 10% | |

*For more information about assignments, see the descriptions at the end of this outline.

Registrar-scheduled Final Examination: No

Policy for Late Assignments

Assignments submitted after the deadline may be penalized with the loss of a grade (e.g.: A- to B+) for each day late.

Freedom of Information and Protection of Privacy Act

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP). As one consequence, **students should identify themselves on all written work by placing their name on the front page and their ID number. Also you will be required to provide a piece of picture identification in order to pick up an assignment or look at a final exam from SS320 after classes have ended.** For more information see also <http://www.ucalgary.ca/secretariat/privacy>.

Writing Skills Statement

Department policy directs that all written assignments (including, although to a lesser extent, written exam responses) will be assessed at least partly on writing skills. For details see <http://comcul.ucalgary.ca/needtoknow>. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. Research papers must be properly documented.

If you need help with your writing, you may use the Writing Centre. Visit the website for more details: <http://www.ucalgary.ca/ssc/writing-support>

Grading System

The following grading system is used in the Department of Communication and Culture:

	Grading Scale
A+	96-100
A	90-95.99
A -	85-89.99
B+	80-84.99
B	75-79.99
B-	70-74.99
C+	65-69.99
C	60-64.99
C-	55-59.99
D+	53-54.99
D	50-52.99
F	0-49

Where a grade on a particular assignment is expressed as a letter grade, it will normally be converted to a number using the midpoint of the scale. That is, A- would be converted to 87.5 for calculation purposes. F will be converted to zero.

Plagiarism

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university.

You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. Readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. This includes assignments submitted in non-

traditional formats such as Web pages or visual media, and material taken from such sources.

Please consult your instructor or the Writing Centre (3rd Floor Taylor Family Digital Library, <http://www.ucalgary.ca/ssc/writing-support>) if you have any questions regarding how to document sources.

Academic Misconduct

For information on academic misconduct and the consequences thereof please see the current University of Calgary Calendar at the following link;

<http://www.ucalgary.ca/pubs/calendar/current/k.html>

Students with Disabilities

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Student Accessibility Services (220-8237, <http://www.ucalgary.ca/access/>) and discuss your needs with your instructor no later than fourteen (14) days after the start of the course.

Students' Union

For details about the current Students' Union contacts for the Faculty of Arts see <http://www.su.ucalgary.ca/governance/elections/home.html>

Student Ombudsman

For details on the Student Ombudsman's Office see <http://www.ucalgary.ca/provost/students/ombuds>

Emergency Evacuation and Assembly points

For information on the emergency evacuation procedures and the assembly points see <http://www.ucalgary.ca/emergencyplan/assemblypoints>

"SAFEWALK" Program -- 220-5333

Campus Security will escort individuals day or night -- call 220-5333 for assistance. Use any campus phone, emergency phone or the yellow phone located at most parking lot booths.

Ethics

Whenever you perform research with human participants (i.e. surveys, interviews, observation) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and

approve of your research plans and supervise your research. For more information about your research ethics responsibilities, see

The Department of Communication and Culture Research Ethics site: <http://www.comcul.ucalgary.ca/ethics> or the University of Calgary Research Ethics site: <http://www.ucalgary.ca/research/ethics/cfreb>

Assignments Details:

Detailed assignment descriptions will be discussed in class

Assignment 1, Reflective Essay - worth 15% of the final grade – May 21:

This first assignment is intended to get you thinking about what YOU THINK and YOUR perceptions of the word/term propaganda.

For the first assignment you need to write a min. 2 page max 3 page, not including a cover page and bibliography, essay reflecting your view and knowledge about propaganda

More details about this assignment will be given in the first class; it is due on the second class. Part of this assignment will be started in the first class.

Assignment 2, Presentation – worth 15% of the final grade – June 2nd onwards:

This assignment is intended to allow you to practice your speaking skills and reflect on the nature of propaganda in the media. Presentations will begin on June 2nd, 7 students will give a 5 -7 min presentation per class

For the presentation you need to choose a day and select a news story and then **watch** and see how four different media outlets use propaganda techniques, persuasion and bias in the telling of that story.

In your presentation you will need to introduce the story and then explain to the class how that story was presented by four different media outlets, noting biases and the use of propaganda techniques. You will also need to make reference to both your definition of propaganda and the definition you found (from assignment 1) and explain how it fits in with the story.

One of the outlets must be the BBC, one must be a Canadian media outlet (CTV, CBC, and Global), one must be a US media outlet (CNN, CNBC, FOX, ABC, CBS, NBC, PBS etc.) and one needs to be a non-western media outlet (Al Jazeera, Russia Today, France 24, Deutsche Wella, China Central Television (CCTV), eNCA, New Delhi Television etc. The stations listed above broadcast in English over the internet from their website or through livestation.com). If you speak another language and are able to watch news in that language you are welcome to use that as your non-western media.

For this assignment you must view a news stories, not listen to the audio or read about it on a website.

Assignment 3, In-Class Test - worth 25% of the final grade - June 2:

The object of this test is to ensure that you take the lectures seriously and read at least one book on propaganda. This will be a multiple choice test based on O'Shaughnessy, *Politics and Propaganda: Weapons of Mass Seduction*, and the class lectures.

Research Paper - worth 35% of the final grade - June 23:

For this assignment you need to dig deep and explore propaganda. You have two choices for your 10 page research paper. You can write a book review comparing *Politics and Propaganda: Weapons of Mass Seduction* with another recent book on propaganda, or you can research a topic, or story, that interests you in terms of propaganda. Therefore, you can talk about the way propaganda is used by the media or you can discuss some other form of propaganda or the theory of propaganda. It all depends what really interests you. If you have difficulty finding a topic I will suggest one.

All assignments must be completed or a grade of F may be assigned at the discretion of the instructor.

It is the student's responsibility to keep a copy of each submitted assignment.

Note: Please hand in your essays directly to your instructor unless otherwise instructed. If it is not possible to do so, a daytime drop box is available in SS320; a date stamp is provided for your use. A night drop box is also available for after-hours submission. Assignments will be removed the following morning, stamped with the previous day's date, and placed in the instructor's mailbox.