



# EXTENDED CAMPUS

COLLEGE of PROFESSIONAL  
and CONTINUING STUDIES

## COMM 6970-491: Seminar: War, Peace and Media

### Course Description:

The purpose of this course is to familiarize students with the many facets of political communication. As Hollihan (2008) states “politics is communication”. Through class lectures, discussions, and presentations, we will investigate the current status of political campaigns and public governance. We will also analyze politics and media coverage of politics during times of conflict and peace. Political communication focuses on the rhetoric of politicians and other public figures, and the mass media’s coverage of those messages. The course is segmented in the following way: (a) communication surrounding political campaigns; (b) Presidential rhetoric; (c) challenges facing political communication and American democracy; (d) politics and terrorism; and (e) media and war and peace.

### Course Dates:

September 25 – October 9, 2018

Last day to enroll or drop without penalty: September 24, 2018

### Site Director:

This is a three-credit hour online course. Please see your local Site Director or email our online site coordinator at [aponline@ou.edu](mailto:aponline@ou.edu)

### Professor Contact Information:

Course Professor: Harry T. (Tom) Hall, Jr. Ph.D.  
Mailing Address: 316 Lang Hall  
Communication Studies  
Cedar Falls, IA 50614  
Telephone Number: (319) 273-7159  
E-mail Address: [tom.hall@uni.edu](mailto:tom.hall@uni.edu)  
Professor availability: The professor will be available via email to students

### Textbook(s) and Instructional Materials:

Student materials are available at the OU Follett Bookstore located at 1185 Asp Avenue; Norman, OK, and can be ordered online, by phone, by email, or by fax. Ordering online at <http://www.bkstr.com/oklahomastore/home> is strongly recommended – students can track the status of their order within 48 hours. If an order has not been shipped within three days, students can contact the Follett textbook manager by phone (405) 325-3511, (800) 522-0772 (toll-free) or email [0831mgr@fhcg.follett.com](mailto:0831mgr@fhcg.follett.com). Phone orders (ask for the textbook manager and identify yourself as an Advanced Programs student) can be placed 8 a.m. to 6 p.m. Monday through Thursday; 8 a.m. to 5 p.m. on Friday; 10 a.m. to 4p.m. on Saturday (CST). Summer hours: 9 a.m. to 5 p.m. Monday through Friday (CST). Fax orders can be placed 24 hours a day at (405) 325-7770. Text prices are available online.

1. Winkler, C. (2006). *In the name of terrorism: Presidents on political violence in the Post-World War II era*. State University of New York Press. ISBN 9780791466186.
2. Spencer, G. (2008). *The media and peace: From Vietnam to the “War on Terror”*. New York: Palgrave Macmillan. ISBN 9780230202290.

3. Materials posted on the OU Canvas learning management system: Access Canvas at <https://canvas.ou.edu>, enter your OU NetID and password, and select course to access material. If you require assistance with Canvas, please click on the Help icon. You can search the Canvas guides, chat with Canvas support, or contact OU IT.

Note: Follett is the Advanced Programs contractual textbook provider. Should text changes become necessary after publication of the course syllabus, Advanced Programs will facilitate text returns/refunds only for texts purchased through Follett.

### **OU Email:**

All official correspondence from instructors will be sent only to students' ou.edu address.

### **Online Orientation:**

The College of Arts and Sciences offers an online orientation for students who are enrolled in online or blended courses. The purpose of the orientation is to ensure that students are well prepared both technically and practically to take online courses. The orientation can be found on their website at: <http://www.ou.edu/content/cas/online/student-online-orientation.html>

The College of Arts and Sciences Online and Academic Technology Services office is here to assist you with any questions, problems, or concerns you may have. For assistance visit their website at <http://www.ou.edu/content/cas/online/student-information.html> or contact them by telephone at: (405) 325-5854 or email: [casonline@ou.edu](mailto:casonline@ou.edu)

### **Course Objectives:**

Course objectives include:

1. Appreciate the role of communication as a way of doing politics,
2. Identify and analyze presidential speeches,
3. Become a critical consumer of political and mass mediated messages,
4. Recognize the constant negotiation of power and its impact on political/mass media rhetoric.

### **Course Outline:**

The course will consist of lectures and discussion of texts and other materials provided by the professor. Additionally, case study analyses will be conducted during the class. Major topics to be addressed include:

- Campaigning
- Political socialization
- Role of the news media
- Political advertising
- Role of social media and other communication technologies
- Presidential rhetoric and conflict
- Media coverage of war and peace
- Challenges

### **Assignments, Grading, and Due Dates:**

Have all readings completed prior to the first day of class. Prior to the seminar, each student should prepare one case study of political communication. There will also be one exam for the course. Class participation will also be graded. There are a total of 100 points for the class. Further explanation and point allocation of each assignment is as follows:

#### **Political communication case study (20 points)**

Drawing on material from class readings and current events, students should examine one aspect of political communication as it relates to issues of war and peace and apply concepts and arguments from the texts to the analysis. The case study should be written in 4-6 pages, typed, double spaced, Times New Roman 12 font, 1-inch margins, and APA style. The emphasis of the case study should be upon personal experiences, current political communication issues, political approaches and media coverage of issues of

conflict or peace. Students should select some aspect of political communication related to conflict and analyze it using our texts and other readings. The case study should be an in-depth exploration and critical investigation of the political communication issue based on insights gained through readings rather than a review or summary of the readings. I do not want to tell you what to write about—only that it should be related to political communication, war and media and should be well written and well thought out, and provide a high level of critical analysis. **The case study is due Tuesday, September 25<sup>th</sup> by midnight and should be submitted electronically.**

**Class participation online discussion (20 points)**

Students are required to participate in online discussion boards available in Canvas. Each student will be assigned one of the articles available in Canvas. Students are to read their assigned article and pose a discussion question related to the article. Students will then respond to questions and comments related to their article, as well as respond to discussion questions posed by classmates. The points for this assignment are as follows:

- 10 points      Posting a discussion question related to your article
- 4 points        Responding to posts on your discussion thread
- 6 points        1 point each for responding to article questions from classmates

**Final exam (60 points)**

There are five potential final exam questions that are available in Canvas. Students are expected to answer two of the five questions (30 points each). Answers should be 3-5 pages and should incorporate original thinking and analysis, as well as citations from course sources to support your answer.

**Grading:**

This is a letter-graded course: A, B, C, D, or F.

| Assignment                         | Due Date               | Points    |
|------------------------------------|------------------------|-----------|
| Political Communication Case Study | September 25           | 20 points |
| Class Participation                | Between 9/25 and 10/09 | 20 points |
| Final Exam                         | October 9              | 60 points |

**Notice:** Failure to meet assignment due dates could result in a grade of I (Incomplete) and may adversely impact Tuition Assistance and/or Financial Aid.

**Policy for Late Work:**

Please contact the professor regarding his/her policy for late work

**Attendance Policy:**

In addition to interaction via Canvas and email contact, students are required to contact the instructor via email or telephone **before** the beginning of the course term for an initial briefing. Although physical class meetings are not part of this course, participation in all interactive, learning activities is required.

Student assignments and student/instructor communications will be conducted via Canvas, although students may contact the instructor via telephone, postal mail, email, or fax as needed

**Incomplete Grade Policy:**

A grade of “I” is not automatically assigned, but rather must be requested by the student by submitting to the instructor a “Petition for and Work to Remove an Incompleted Grade” form. An “I” can never be used in lieu of an “F” nor can an “I” be assigned because of excessive failure to participate in class activities.

**Technical Support Information:**

If you experience technical problems, contact Information Technology by visiting their website at: <http://webapps.ou.edu/it/> or contacting them by telephone at: (405) 325-HELP (4357).

## **POLICIES AND NOTICES**

### **Attendance/Grade Policy**

**Note:** Attendance/absences do not apply to online courses. However, participation in all course activities is extremely important to student success in online courses.

Excused absences are given for professor mandated activities or legally required activities such as emergencies or military assignments. It is the policy of the University to excuse absences of students that result from religious observances and to provide without penalty for the rescheduling of examinations and additional required class work that may fall on religious holidays. Unavoidable personal emergencies, including (but not limited to) serious illness; delays in getting to class because of accidents, etc.; deaths and funerals, and hazardous road conditions will be excused.

If you are obtaining financial assistance (TA, STAP, FA, VA, Scholarship, etc.) to pay all or part of your tuition cost, you must follow your funding agency/institution's policy regarding "I" (Incomplete) grades unless the timeline is longer than what the University policy allows then you must adhere to the University policy. Students who receive Financial Aid must resolve/complete any "I" (Incomplete) grades by the end of the term or he/she may be placed on "financial aid probation." If the "I" grade is not resolved/completed by the end of the following term, the student's Financial Aid may be suspended make the student ineligible for further Financial Aid.

Students are responsible for meeting the guidelines of Tuition Assistance and Veterans Assistance. See the education counselor at your local education center for a complete description of your TA or VA requirements.

### **Academic Integrity and Student Conduct**

Academic integrity means honesty and responsibility in scholarship. Academic assignments exist to help students learn; grades exist to show how fully this goal is attained. Therefore all work and all grades should result from the student's own understanding and effort.

Academic misconduct is any act which improperly affects the evaluation of a student's academic performance or achievement. Misconduct occurs when the student either knows or reasonably should know that the act constitutes misconduct. Academic misconduct includes: cheating and using unauthorized materials on examinations and other assignments; improper collaboration, submitting the same assignment for different classes (self-plagiarism); fabrication, forgery, alteration of documents, lying, etc...in order to obtain an academic advantage; assisting others in academic misconduct; attempting to commit academic misconduct; destruction of property, hacking, etc...; intimidation and interference with integrity process; and plagiarism. All students should review the Student's Guide to Academic Integrity at [http://integrity.ou.edu/students\\_guide.html](http://integrity.ou.edu/students_guide.html)

Students and faculty each have responsibility for maintaining an appropriate learning environment. All students should review policies regarding student conduct at <http://studentconduct.ou.edu/>

### **Accommodation Statement**

The University of Oklahoma is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your local OU Site Director.

### **Adjustment for Pregnancy/Childbirth-Related Issues**

Should you need modifications or adjustments to your course requirements because of documented pregnancy-related or childbirth-related issues, please contact me as soon as possible to discuss. Generally, modifications will be made where medically necessary and similar in scope to accommodations based on temporary disability. Please see <http://www.ou.edu/content/eoo/faqs/pregnancy-faqs.html>.

### **Title IX Resources**

For any concerns regarding gender-based discrimination, sexual harassment, sexual misconduct, stalking, or intimate partner violence, the University offers a variety of resources, including advocates on-call 24/7, counseling services, mutual no-contact orders, scheduling adjustments, and disciplinary sanctions against the perpetrator. Please contact the Sexual Misconduct Office at [smo@ou.edu](mailto:smo@ou.edu) or (405) 325-2215 (8-5), or the Sexual Assault Response Team at (405) 615 -0013 (24/7) to report an incident. To learn more about Title IX, please visit the Institutional Equity Office's website at <http://www.ou.edu/content/eoo.html>

### **Course Policies**

Advanced Programs policy is to order books in paperback if available. Courses, dates, and professors are subject to change. Please check with your OU Site Director. Students should retain a copy of any assignments that are mailed to the professor for the course.

Any and all course materials, syllabus, lessons, lectures, etc. are the property of professor teaching the course and the Board of Regents of the University of Oklahoma and are protected under applicable copyright.

For more information about Advanced Programs, visit our website at: <http://www.goou.ou.edu/>

## INSTRUCTOR VITA

**Harry T. (Tom) Hall, Jr., Ph.D.**

### Education

- 2005 Ph. D. in Communication, University of Oklahoma, Norman, Oklahoma
- 1999 M.A. in Interpersonal and Organizational Communication, University of Arkansas at Little Rock, Little Rock, Arkansas
- 1991 B.A. in Communication, University of Arkansas, Fayetteville, Arkansas

### Current Positions

- Advanced Programs Professor since 2007
- Associate Professor, Department of Communication Studies, University of Northern Iowa

### Frequently Taught Advanced Programs Courses

- COMM 5253 Cross-cultural Communication
- COMM 6323 International Communication

### Major Areas of Teaching and Research Interest

- Intercultural Communication
- Organizational Communication
- Communication and Technology
- Corporate Social Responsibility
- Culture and Identity
- Organizations and Democracy

### Representative Publications and Presentations

- Hall, H. T., & Mattingly, J. E. (2010). Modes of organization governance and citizenship: A proposed research program. *International Association of Business and Society Conference Proceedings*.
- Hall, H. T., Mattingly, J. M., & Duong, H. (2009). NGO politics and insurgency: Examining institutional structures and change processes of NGO influence. Nova Publishing.
- Mattingly, J. M., & Hall, H. T. (2008). Who gets to decide? The role of institutional logics in shaping stakeholder politics and insurgency. *Business and Society Review*, 2008.
- Hall, H.T. (2007). Global village or global city? "One laptop per child," cultural imperialism, and the community of consumption. Paper presented at the National Communication Association annual convention, Chicago, 2007.
- Hall, H. T., & Mattingly J. M. (2007). Recognizing competing values: A cultural framework for organizational democracy. Paper presented at the International Association of Business and Society annual convention, Florence, Italy, 2007.
- Uljin, J., O'Hair, D., Weggeman, M., Ledlow, G., & Hall, H. T. (2000). Innovation, corporate strategy, and cultural context: What is the mission for international business communication? *The Journal of Business Communication*, 37(3), 293-316.

### Representative Honors and Awards Received

- Iowa Communication Association New Teacher of the Year award (2005-2006)
- University of Oklahoma Alumni Fellowship Award (1999-2003)

### Major Professional Affiliations

- National Communication Association
- International Communication Association
- Iowa Communication Association
- International Association of Business and Society