

POLI 4026
Campaigns and Elections
Tuesday & Thursday, 10:30 AM – 11:50 AM
15 Atkinson Hall
Spring 2016

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include information on campaign organization, candidate visits, opinion polling, and the results of the race. A more detailed description of the assignment will be provided at a later date.

Short Response Papers: You will be assigned three response papers over the course of the semester. These papers should be no longer than three pages, double-spaced. Topics will be distributed during the assigned class period. Short responses should relate that week's readings to current events and show evidence of additional academic research on that topic. Students must e-mail the paper to me no later than the beginning of class on the day each assigned topic is due.

Final Exam: There will be a cumulative final exam. The final exam will be a combination of multiple choice questions, short answer questions (where you will be asked to define and give the significance of a series of concepts), and short essays.

Attendance: Attendance is mandatory and will be taken at the beginning of each class. Excused absences must comply with the policy below. Though most of this grade will be based on attendance, active participation in the in-class exercises and the class discussion is expected. Failure to participate in class – or looking at your phone during class (yes, I can tell) – will be reflected in your grade.

Policy on Late Work

All work is due at the date and time discussed in class. Any late work will be docked one letter grade per day late. A paper due at 12 noon, but submitted at 12:01 PM will be docked one letter grade (an A paper becomes a B, a C paper becomes a D, and-0.2 (i)0, and-0.2 (id-0.2 (i

Statement of Academic Integrity

Students are bound to uphold the Code of Academic Integrity. All students are expected to read and be familiar with the LSU Code of Student Conduct and Commitment to Community, found online at www.lsu.edu/saa. It is your responsibility as a student at LSU to know and understand the academic standards for our community. Students who are suspected of violating the Code of Conduct will be referred to the office of Student Advocacy & Accountability. A first academic violation could result in a zero grade on the assignment or failing the class and disciplinary probation until graduation. For a second academic violation, the result could be suspension from LSU. Ignorance of these guidelines is no excuse for failure to comply with them.

Schedule:

Th 1/14: Introduction and course overview. Political science or punditry?

T 1/19: A history of campaigns.

CE, ch. 3: “The Transformation of American Campaigns”

Campbell, James. (2001). [“When Have Presidential Campaigns Decided Election Outcomes?”](#) 29: 437-460.

Th 1/21: The role of parties. **Full Super Tuesday Report assignment distributed.**

CE, ch. 6: “Political Parties”

T 1/26: The Presidential Primary System

SV, ch. 3.

CE, ch. 9.

Marx, Greg & Hans Noel. (2011). [“How to understand the ‘invisible primary.’”](#) 5 July.

Th 1/28: Primaries – Iowa and everything after

SV, ch. 4.

Redlawsk, David, Caroline Tolbert, and Todd Donovan. (2011). [Why Iowa? How Caucuses and Sequential Elections Improve the Nominating Process.](#) Chicago: University of Chicago Press; [Chapter 3, “Iowa Caucus Rules”](#)

T 2/2: Turnout (and Iowa recap) (**Short Paper 1 assigned**)

CE, ch. 12: “Voter Participation”

Meredith, Marc. (2009). “Persistence in Political Participation.” 4:186-208. (Moodle)

Th 2/4: The Economy

SV ch. 2.

Gerber, Alan and Gregory Huber. (2010). [“Partisanship, Political Control, and Economic Assessments.”](#) 54:153-73.

T 2/9: Mardi Gras break, no class

Th 2/11: What works – and how do we know?

SV, ch. 7.

T 2/16: Media I – Structure and effects (**Short paper 1 due**)

CE, ch. 8: “Media”

Arceneaux, Kevin. (2014).

Darr, Joshua. (2016). [“Presence to press: How campaigns earn local media.”](#)

T 2/23: Campaigns I – Strategic Decisions and Consequences

SV, ch. 5.

Gimpel, James, Karen Kaufman, and Shanna Pearson-Merkowitz. (2007).
“Battleground vs. Blackout States: The Behavioral Implications of Modern
Presidential Campaigns.” 69:786-97. (Moodle)

Th 2/25: Campaigns II – Managing events

CE, ch. 5. “Modern Campaign Strategies”

SV, ch. 6.

T 3/1: Campaigns III: Advertisements

Arceneaux, Kevin and Greg Huber. (2007). “Identifying the Persuasive Effects of
Presidential Advertising.” , 51, 957-977.
(Moodle)

Brader, Ted. (2005). [“Striking a Responsive Chord: How Political Ads Motivate
and Persuade Voters by Appealing to Emotions.”](#)
49: 388-405.

Th 3/3: Campaigns IV: Mobilization

Darr, Joshua and Matthew Levendusky. (2014). [“Relying on the Ground Game:
The Placement and Effects of Campaign Field Offices.”](#)
, 42:3, 529-

Nickerson, David, and Todd Rogers. (2014). [“Political campaigns and big data.”](#)
, 28:2, 51-74.

Hamburger, Tom. (2015). [“Cruz](#)