



UT PERMIAN
BASIN

COMM 3333 701
Political Communication
Fall 2021 Session 001

Instructor Information

Name: Jeremy Cox

Email: cox_j@utpb.edu

Phone: 432-552-2319

Office Location: MB 4132

Office Hours: Monday and Wednesday 10:30-noon (via Teams by appointment)

Course Information

Class Location: Online

Class Time: 11:00 AM

Course Description

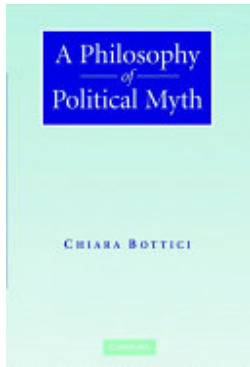
Explores the application of communication principles to election campaigns debates governance and political advertising with emphasis on the historical and contemporary uses of mass media in political process.

A study of the application of communication principles to election campaigns, debates, governance, and advertising with emphasis on both the historical and contemporary uses of rhetoric in the political process. (No Prerequisites).

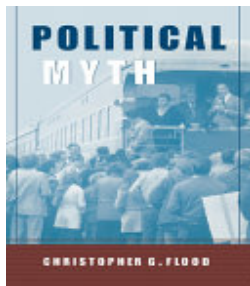
Student Learning Outcomes

- Analyze and discuss the roles of myth and public memory in politics Apply theories of political myth to a substantial research project Identify and analyze rhetorical principles of political myth-making. Evaluate broad political processes using various critical, rhetorical, and ethical standards.

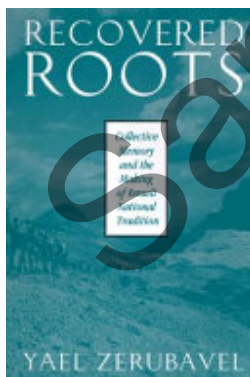
Required Materials



Title: A Philosophy of Political Myth
 ISBN: 9781139466790
 Authors: Chiara Bottici
 Publisher: Cambridge University Press
 Publication Date: 2007-07-09

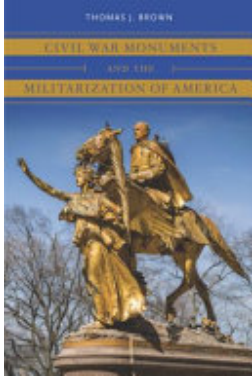


Title: Political Myth
 ISBN: 9781135347956
 Authors: Christopher Flood
 Publisher: Routledge
 Publication Date: 2013-12-02



Title: Recovered Roots
 ISBN: 9780226981581
 Authors: Yael Zerubavel
 Publisher: University of Chicago Press
 Publication Date: 1995-01-01

Title: Civil War Monuments and the Militarization of America
 ISBN: 9781469653730
 Authors: Thomas J. Brown



Publisher: Civil War America
Publication Date: 2019-01-01

Important Academic Dates

UTPB [Academic Calendar](#)

Graded Material

Course Activity	Points	Percentage of Total Grade
Reflection Papers		25
Final paper		50
Final Exam		25

Grading Scale

A 100-93; A- 92-90; B+ 87-89; B 86-83; B- 82-80; C+ 79-77; C 76-73; C- 72-70; D 69-60; F 59-0

University Policies

Accommodation for Students with Disabilities

Students with Disabilities: The University of Texas Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides “reasonable accommodations” to students with disabilities. Only those students, who an Instructor has received an official Letter of Accommodation (LOA) sent by the Office of ADA for Students, will be provided ADA academic accommodations.

ADA Officer for Students: Mr. Paul Leverington

Address: Mesa Building 4242/4901 E. University, Odessa, Texas 79762

Voice Telephone: 432-552-4696

Email: ada@utpb.edu

For the accessibility and privacy statements of external tools used within courses, go to [Accessibility and Privacy Statements](#).

Sexual Harassment/Sexual Misconduct Policy

The University of Texas Permian Basin (the University) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act), Violence Against Women Act (VAWA), and Clery Act. Sexual Misconduct, Retaliation, and other conduct prohibited under this Policy will not be tolerated and will be subject to disciplinary action.

The University will promptly discipline any individuals or organizations within its control who violate this Policy. The University encourages you to promptly report incidents that could constitute violations of this Policy to the Title IX Coordinator. The complete Sexual Harassment/Sexual Misconduct Policy can be found [here](#).

You may report incidents of sexual misconduct to any University employee. They are obligated to report any incident to the Title IX Coordinator or Deputy Coordinator.

You may also contact:

The UTPB Police Department at 432-552-2786

The Title IX Coordinator at 432-552-2697 or TitleIXCoordinator@UTPB.edu.

The Dean of Students at 432-552-2600

Reports can also be made via the University Complaint Portal: [UTPB Complaint Management](#)

A confidential reporting option is available. Please contact UTPB's Counseling Center at 432-552-3365 or 432-552-2367 or stop by MB 1150.

Scholastic Dishonesty

“Scholastic Dishonesty” is any form of cheating or plagiarism that violates the Student Code of Conduct. Scholastic dishonesty or academic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, and any act designed to give unfair advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two [2] courses without the prior permission of the instructor, and providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment), or the attempt to commit such an act. The Student Code of Conduct provides students fair notice of conduct considered unacceptable at The University of Texas Permian Basin and which may be the basis for disciplinary action. This policy provides the procedures to be following when student disciplinary action may need to be implemented and outlines the appeals process. The Student Code of Conduct is available online at:

<https://www.utpb.edu/life-at-utpb/student-services/dean-of-students/student-code-of-conduct>

Student Success at UTPB

UT Permian Basin offers numerous services to help you reach your academic goals. Available both in the Success Center on the 2nd Floor of the Mesa Building (<https://www.utpb.edu/academics/advising-and-support/student-success-center/index>), and online, UTPB Student Success offers the following services to all students:

- O.W .L. (Online Writing Lab) - Submit essays that need to be revised by one of our tutors to owl@utpb.edu.
- Tutoring – For both online and in person tutoring, please use EAB to create an appointment. (Utpb.campus.eab.com) Sign in using UTPB credentials.
- SI/PLTL Sessions - If available for your class, will be communicated to you by the mentor assigned to your class section and students can communicate to their SI or PL through Canvas.
- Peer Mentoring - Incoming freshmen can be paired with a peer mentor who will help you navigate your first year on campus.
- SSC Computer Lab - Come take advantage of the state-of-the-art computers available at the Student Success Center.

Please email success@utpb.edu for more information.

Course Modalities

Both the Texas Higher Education Coordinating Board (THECB) and the Southern Association of Schools and Colleges Commission on Colleges (SACSCOC) provide standard definitions for basic

course types/modalities that have informed the following adopted course definitions.

Online Courses are those in which more than 85 percent of the planned instruction occurs online/virtually (asynchronously) when students and faculty are not in the same place. A fully online course is one in which mandatory in-person meetings occur no more than 15% of the planned instructional time.

Remote Courses are ones in which students, while not required to physically come to campus to attend in-person classes, are required to “attend” virtually/remotely (synchronously) during scheduled days and times, with students expected to log in and participate in the lecture via video conferences.

Hybrid Courses are courses in which the majority (more than 50% but less than 85%) of the planned instruction occurs when students and instructor(s) are not in the same place. This form of instruction offers a mix of on-campus/in-person and remote/online/electronic learning.

HyFlex Courses are those which, like hybrid courses, offer a mix of on-campus/in-person and remote/online/electronic learning. These courses, however, do not require student authentication since at least 50% of the planned instruction occurs when students and instructor(s) are in the same place.

Face-to-Face/In-Person Courses are those in which more than 85 percent of the planned instruction occurs when students are in the same place with an instructor(s).

Course Policies

Virtual Attendance and Class Participation:

This class will take place **synchronously** every Monday, Wednesday and Friday at 11:00-11:50 pm via **Microsoft Teams**. Regular and active participation is essential to your success in this course. Missing one of our synchronous online sessions is the same as missing a face-to-face class. **If you miss our classes, you will struggle to keep up** and may find it difficult to pass the course. However, I recognize that sometimes life has other plans, and missing a class may be unavoidable. In such instances, it is your responsibility to keep up with the assigned readings and get notes from a classmate. If you miss a class, get notes from a classmate, and have questions about what you missed, you should set up a meeting with Dr. Cox during his office hours. In addition to virtually attending class, you must check Canvas, Teams, and your university email daily for any information posted by your instructor. I will make every effort to communicate with you directly and clearly, but you are ultimately responsible for all information posted to any of these formats.

Grading, Make-Up and Late Submission Policy:

All the course grades will be posted to Canvas. Reflection papers will be graded within one week of submission, but research papers may take longer. If there is any dispute about a grade, you must wait at least 24 hours after I have returned the work to the class before contacting me. You must also contact me within one week of when I returned the work to the class; after one week, all grades are final. All course activities must be submitted by their due dates. **Submitting work late will result in a zero for the assignment unless advance arrangements have been made with your instructor.** If you are going to be absent on the day work is due, you must submit it in advance. I will work with you for any official school activity, but it is your responsibility to contact me personally at least one week prior to the event to make acceptable arrangements (a note from your coach/ supervisor is not sufficient; I must hear from you directly).

Required technical skills

Enrollment in this course will require frequent interaction with various electronic media. Prior to enrollment in the course, you should familiarize yourself with the Microsoft Office 365 (**especially Teams**), Canvas, Windows and/or Apple operating systems, and basic web browsing software. You can access Teams through my.utpb.edu. Tutorials for using Teams are available [here](#). Your continued enrollment in this course signifies your understanding that you are required to possess these skills.

You need to make sure to familiarize yourself with both Canvas and Microsoft Teams before our first class meeting. You can find tutorials for Teams [here](#). We are going to hit the ground running, and I expect you to be able to keep up. All of you have access to both Canvas and Teams (available [here](#)). You can find Canvas by clicking "Course Login," and Teams by clicking "Office 365." The Office 365 link will navigate you to a page where you can find your university email (Outlook), Teams, and a few other really useful tools—your tuition is already paying for these features, so I recommend that you take advantage of them.

Your instructor does not provide technical assistance during the course. If at any point you have technical questions and/or need help, you should contact the **Information Technology Services (ITS)** Helpdesk by calling 432-552-4357(HELP). You can also find information on their website, available [here](#). I will do my best to keep the technological aspects of our class as simple and

straightforward as possible, and answer any questions you might have, but *I am not technical support*. For detailed help, you will need to contact ITS.

Course Incomplete:

All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given, and are exclusively at the discretion of the instructor. An incomplete is only granted if the student has completed at least 75% of the course with a grade of 'C' or better, provides a valid, documented excuse for not being able to complete the course on time, and has contacted their teacher prior to the last scheduled class to request an extension. Being busy is never a reason for a course extension. If a grade of "Incomplete" is granted, the student will sign a contract that includes the incomplete course activities and the new due dates.

Cheating/Plagiarism/Academic Dishonesty:

Academic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts and/or sources, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person. This also includes any act designed to give unfair advantage to a student such as, but not limited to, submission of essentially the same written assignment for two courses (without the prior permission of the instructor) or the attempt to commit such acts.

Plagiarism includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit. If you engage in academic dishonesty, you may receive a substantial deduction on your grade, including receiving a zero on the assignment. Egregious cases of academic dishonesty may result in you failing the course and being referred to the Dean of Students for action pursuant to the UTPB student disciplinary process.

Changes to the Syllabus:

Your instructor reserves the right to change the terms of the syllabus as he believes necessary. All changes will be announced prior to their taking effect. Enforcement of the policies of the syllabus are at the discretion of the instructor. Changes to any part of the syllabus do not modify course policies or any other provision of the syllabus except as explicitly outlined by your instructor.

Course Schedule

Date	Assignments/Activities/Topics	Due Date

Course Schedule

SCHEDULE				
DATE	DAY	NO.	TOPIC/ACTIVITY	REQUIRED READING & ASSIGNMENTS* *Unless otherwise indicated, all reading and assignments should be completed before the start of class.
Module 1: What Is Political Myth?				
8/23	M	1	Course Introduction Class Discussion: <i>What is the American Dream?</i>	

8/25	W	2	Reckoning With the Past: A Look at Some Key Concepts	Karp, "History as End" (link)
8/27	F	3	The Role of Myth in Politics	Bennett, "Myth, Ritual, and Political Control"
8/30	M	4	Myth and Language	Edelman, "Language, Myths, and Rhetoric"
9/1	W	5	Sacred vs. Political Myths: Defining Our Terms	Flood, Ch.2 ("Sacred Myth/ Political Myth")
9/3	F	6	Approaches to Understanding Myth	Flood, Ch. 3 ("Telling Myths"), pp.45-56; Ch. 4 ("Believing Myths"), pp.71-94
9/6	M	Labor Day (no class)		
9/8	W	7	Myth and/ as Narrative: Reading for Politics	Flood, Ch. 5 ("Questions of Form"), pp.115-125; Ch. 6 ("Ideological Meaning in History") pp.127-140
9/10	F	8	The "Work on Myth": Myth as a Process of Meaning Creation	Bottici, Ch. 5 ("Approaching Myth") & Ch. 6 ("Naming the Unknown; Grounding Significance"); Intro. to Section III ("Political Myth")
Module 2: Myth, Ideology, and Identity				
9/13	M	9	What is Ideology?	Flood, Ch.1 ("Political Ideology")
9/15	W	10	The Image of Perfection: Ideology as a Defense of Myth	Balthrop, "Culture, Myth, and Ideology as Public Argument" (Teams Files)
9/17	F	11	Local Ideologies	Bottici, Ch.9 ("Political Myth, Ideology and Utopia")
9/20	M	12	Identity and the Social Imaginary	Bottici, Ch.10 ("Myth, Historical Narrative and the Social Imaginary"), pp.220-

				226; Ch.11 ("Myth and Identity")
9/22	W	13	Identity and History	Friedman, "History, Myth, and Political Identity"
9/24	F	14	TBA/ Catch-Up Day	TBA
9/27	M	15	Myth, Ideology, and Political Purpose in America	Bercovitch, "The Ritual of Consensus," in <i>Rites of Assent</i> (library ebook) <i>Note: if the link doesn't work, log in to the library website and try again</i>
9/29	W	16	Myth, History, and Propaganda	Barthes, "Myth Today"
Module 3: Collective Memory				
10/1	F	17	What is Collective Memory?	Zelizer, "Reading the Past Against the Grain: The Shape of Memory Studies"
10/4	M	18	Myth and/as History	Bottici, Ch.10 ("Myth, Historical Narrative and the Social Imaginary"), pp. 203-220
10/6	W	19	Invented Traditions and the Pull of Antiquity	Hobsbawm, "Introduction: Inventing Traditions"; Trevor-Roper, "The Invention of Tradition: The Highland Tradition of Scotland"
10/8	F	20	Collective Memory and Group Identity	Zerubavel, Part 1 ("History, Collective memory, and Countermemory"), Ch.1-2
10/11	M	21	A New Breed of Hero: The Myth of Tel Hai	Zerubavel, Ch. 3 ("The Battle of Tel Hai"); Ch. 6 ("The Arm, the Plow, and the Gun"); Ch.9 ("Tel Hai and the Meaning of Pioneering")
10/13	W	22	Romantic Defeats: The	Zerubavel, Ch.4 ("The Bar

			Myth of the Bar Kokhba Revolt	Kokhba Revolt"); Ch. 7 ("Bar Kokhba, the Bonfire, and the Lion"); Ch.10 ("The Bar Kokhba Revolt and the Meaning of Defeat")
10/15	F	23	Noble Sacrifices: The Myth of Masada	Zerubavel, Ch.5 ("The Fall of Masada"); Ch.8 ("The Rock and the Vow"); Ch.11 ("Masada and the Meaning of Death")
10/18	M	24	Patterns of Commemoration	Zerubavel, Conclusion ("History, Memory, and Invented Tradition")
Module 4: Case Studies in Political Myths Errand/ Exceptionalism; Clash of Civilizations; White Replacement; Past as Prelude (1619 & 1776)				
10/20	W	25	Ritual and Redemption: The Jeremiad	Bercovitch, "The Ends of Puritan Rhetoric," in <i>Rites of Assent</i> (library ebook) <i>Note: if the link doesn't work, log in to the library website and try again</i>
10/22	F	26	Enemies of the Errand	Bostdorff, "George W. Bush's Post-September 11 Rhetoric of Covenant Renewal" (library link)
10/25	M	27	Ritual and Redemption: The Jeremiad	Wilson, "Political Paradoxes and the Black Jeremiad" (library link) Douglas, "What to a Slave is the Fourth of July?" (link)
10/27	W	28	The Frontier & Manifest Destiny	Stuckey, "The Donner Party and the Rhetoric of Westward Expansion" (library link)
10/29	F	29	The Frontier: To Infinity	Jordan, "Kennedy's

			and Beyond	Romantic Moon and Its Rhetorical Legacy for Space Exploration" (library link) <i>Watch President Kennedy's Rice University Speech, 1962 (YouTube link)</i>
11/1	M	30	The Clash of Civilizations: Redemption Through Violence	Bottici & Challand, "Rethinking Political Myth: The Clash of Civilizations as Self-Fulfilling Prophecy" Dueholm, "The Cosplay Caliphate" (link here)
11/3	W	31	Myth as Symbolic Displacement: "Demophobia" and War	Ivie & Giner, "Hunting the Devil: Democracy's Rhetorical Impulse to War"
11/5	F	32	Past As Prelude: 1619 & 1776	1619 Project (link); 1776 Project (link) <i>For both websites, go through the entire site, click all links. Read at least 2 essays from each. Bring observations and/or questions for the class.</i>
Module 5: Memorials				
11/8	M	33	Civil War Monuments as Political Myths	Brown, Intro.; Ch.1("The Emergence fo the Soldier Monument")
11/10	W	34	Civil War Monuments as Political Myths	Brown, Ch.2 ("Models of Citizenship")
11/12	F	35	Civil War Monuments as Political Myths	Brown Ch.3 ("Models of Leadership")
11/15	M	36	Civil War Monuments as Political Myths	Brown Ch.4 ("Visions of Victory")
11/17	W	37	Civil War Monuments as Political Myths	Brown Ch.5 ("The Great War and Civil War Memory")

11/19	F	38	Civil War Monuments as Political Myths	Brown, Epilogue
11/22	M	39	TBA	
11/24	W	Thanksgiving Break		
11/26	F			
11/29	M	40	Course Conclusion	Final paper discussion (be prepared to give a short presentation on your topic and field questions from your peers)
12/1	W	41	Work Day/ Office Hours	Final Papers Due; Last day to submit a reflection paper.
12/6	M	Final Exam The final exam will consist of a few essay questions covering key concepts from the class. You will have one full day to complete your exam. You may reference your notes and class readings when formulating your answers.		