

The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. – Advocacy in the Global Environment

Fall Semester 2016

Fundamentals of Global Political Management

PSAD 6225

3 Credits

6:30 to 9:00 PM

2020 K Street, NW Room 11

BASIC INFORMATION AND RESOURCES

Instructor

Gary Nordlinger, MA, JD

Lecturers

David Rehr, Ph.D.

Shane Greer

Ekaterina Egorova, Ph.D.

Gerry Gunster

Jennifer Mizrahi

Carl Silverberg

Contact Information

Gary Nordlinger
202-255-2434
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Communication

The best way to connect is via email or telephone. You can expect a response within 24 hours, but often within a matter of minutes, depending on schedules. You can also make an appointment at a mutually convenient time and place.

Blackboard Site

A Blackboard course site has been set up for this course. Each student is expected to check the site throughout the semester, as Blackboard will be the primary venue for outside classroom communications between the instructors and the students. Students can access the course site at <https://blackboard.gwu.edu>. Support for Blackboard is available at 202-994-4948 or helpdesk.gwu.edu.

Academic Integrity

All members of the university community are expected to exhibit honesty and competence in their academic work. Students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing research, writing papers, and taking exams. Members of the community will be presumed to be familiar with the proper academic procedures and will be held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Academic dishonesty is defined as “cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information.” Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted through the proper university channels. The University Code of Academic Integrity can be found at <http://www.gwu.edu/~ntegrity/code.html>.

Support for Students with Disabilities

GW’s Disability Support Services (DSS) provides and coordinates accommodations and other services for students with a wide variety of disabilities, as well as those temporarily disabled by injury or illness. Accommodations are available through DSS to facilitate academic access for students with disabilities. Please notify your instructor if you require accommodations. Additional information is available at www.gwu.edu/~dss.

In the Event of an Emergency or Crisis during Class

If we experience some an emergency during class time, we will try to stay at this location until we hear that we can move about safely. If we have to leave, we will meet at the basement of the Marvin Center in order to account for everyone and to make certain that

everyone is safe. Please refer to Campus Advisories for the latest information on the University's operating status: <http://www.campusadvisories.gwu.edu/>.

Attendance & Punctuality Policy

Attendance is mandatory for this class. Any individual unable to attend class should email Gary Nordlinger prior to the beginning of that class. Repeated absences will be considered in your final grade.

Especially due to respect for our numerous guest speakers, you should plan on arriving in advance of the 6:30 PM start time. If this will be difficult for you on a regular basis, please consider taking this course in a future fall semester.

Course Evaluation

At the end of the semester, students will be given the opportunity to evaluate the course through GW's online course evaluation system. It is very important that you take the time to complete an evaluation.

Students are also encouraged to provide feedback throughout the course of the semester by contacting Gary Nordlinger and any/all of the following:

Dr. Lara Brown
Interim Director, GSPM
larabrown@gwu.edu | 202-994-4545

Dr. Jack Prostko
Associate Dean for Learning and Faculty Development
College of Professional Studies
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THE COURSE

“Politics and love are the only forms of constraint possible between free people. Politics is conflict become discussion; and it sets us a humane task on a human scale.” - Bernard Crick

This course presents and analyzes the various tools that impact public opinion, public policy and public behavior in various political systems and cultures.

Global Advocacy Program Objectives

1. Assess the regional political environment, develop a strategy to achieve specified goals within that environment, and act to carry out that strategy through an advocacy campaign.
2. Draw upon a repertoire of effective advocacy tools campaign communication skills.
3. Collect, evaluate, and incorporate empirical evidence to shape and optimize an advocacy campaign.
4. Find, engage, and motivate the right people – leaders, professional colleagues, and citizens – to join and contribute to a campaign.
5. Address the recurring dilemmas of global advocacy in a manner that upholds ethical standards as practiced by the profession.

Course Description and Overview

Fundamentals of Global Politics introduces students seeking a Master's degree in Global Advocacy to the fundamentals of global politics and the tools needed to engage in successful electoral campaigns and global advocacy. The course will focus on advocacy and political campaigns used around the globe, including public advocacy efforts. Some of the tools learned are universal. Some of the tools learned are region or country specific.

Through case studies, prominent articles and books, empirical research collection and conversations with global experts, students in this class will gain an appreciation for and be able to use political tools in both global political and advocacy efforts.

Course Learning Objectives

1. Understand the role that political managers and politics play in shaping policy outcomes.
2. Learn the essential concepts, skills, methods and standards of conduct that global political managers and leaders rely upon to advise decision-makers and carry out their own decisions.
3. Appreciate the importance of campaign research, strategy and message, so as to understand how the elected global leaders think about how they make their decisions.
4. Focus on the evolution of politics from a global perspective, including types and varieties of political parties around the world.
5. Recognize how campaigning developed in accordance with democratic ideals, government institutions, social and economic forces, technological affordances, and the publicly embraced innovations of leaders.

6. Assess a region or nation-state political environment, develop a strategy to achieve specified goals within that environment, and act to carry out that strategy through a campaign.
7. Collect, evaluate, and incorporate empirical evidence to shape and optimize a campaign.
8. Find, engage, and motivate the right people --leaders, professional colleagues, and citizens -- to join and contribute to a campaign.

Course Requirements

Students are expected to participate in class discussion, complete assignments on time and within guidelines, and finish assigned readings before class when due.

Evaluation and Grading

Assignment	Learning Objective(s) Addressed	Due Date	Weight
<p><u>Assignment 1: The current global political scene</u></p> <p>What: Pick a region of the world (Europe, Asia, Middle East and Africa, Latin America, or North America). Write about a current campaign for a major office and discuss the variable being used in the campaign from your research. If possible, suggest a strategy that would help the candidate (or party) you have chosen to be victorious on election day.</p> <p>Include an explanation of the office being sought, the issues each candidate (or many candidates for the office) are part of the platform, and a short history of the political party of the candidate chosen.</p> <p>Length: Double spaced with 750-1000 words not including headers or sources.</p>	<p>Course Learning Objectives 1, 4, and 6</p>		<p>05%</p>
<p><u>Assignment #2: Determining the rules of campaigning</u></p> <p>What: Across the globe you must understand where to find and how to comply with electoral laws, regulations and practices. Find a country and create a memorandum to explain the essential laws and regulations that must be followed to ensure an ethical and legal campaign. Also note if</p>	<p>Course Learning Objectives 2, 4, and 5</p>		<p>10%</p>

<p>there are one or two common practices used in a nation that the leadership of the campaign should be aware of in your example</p> <p>Length: Double spaced with 750-1250 words not including headers or sources.</p>			
<p><u>Assignment 3: Using research to define campaign issues</u></p> <p>What: In order to effectively campaign for office, one must fully understand the political, economic, and social landscapes of the geographic region or nation. Students will evaluate what issues should be used in a forthcoming campaign by looking at the following:</p> <ul style="list-style-type: none"> ● Select a regional or national campaign which is going to hold a future election ● Research articles, survey results, focus groups, opposition research, competitive party(s) history and economic conditions to understand and recommend what issues should be articulated by a candidate and party you have selected. ● Affirmatively propose what issues should be chosen for the chosen candidate and/or party, offering evidence on how the choice was determined. ● Include potential ‘downside’ analysis, where appropriate, to the issues chosen. <p>Length: 3-5 pages (double-spaced, one-inch margins, 12-point type)</p>	<p>Course Learning Objectives 2, 3, 6, 7</p>		<p>10%</p>
<p><u>Assignment 4: Grasping how media can affect election outcomes</u></p> <p>What: Similar to U.S. elections, media cover of candidate, issues and elections can affect election outcomes. As political managers, you must understand what media may be sympathetic or hostile to the campaign and why. You should be able to do the following:</p> <p>Research a prominent media outlet in a country and how it has influenced a recent national campaign. Understand and be able to determine which candidate or party benefitted from this media property, how influential their coverage was in the campaign, and how you would leverage its coverage if it</p>	<p>Course Learning Objectives 1, 2, 3, 4, 5, 6, 7, and 8</p>		<p>10%</p>

<p>aligned with your interests. Prepare a memo for the campaign manager describing the above.</p> <p>Length: 3-5 pages (double-spaced, one-inch margins, 12-point type)</p>			
<p><u>Assignment 5: How the use of words affects campaigns</u></p> <p>What: Prepare a three-page, double-spaced paper with one-inch margins and 12-point text covering the following (please note that longer assignments will be graded lower – concise communication is essential for success).</p> <p>Find an example of a campaign from around the globe, which smartly used words to win the election (either through speeches, advertisements or in party platforms) or an example of words that cost a candidate or party to lose the election. Note the importance of the selection and the consequences.</p> <p>Length: 3 pages (double-spaced, one-inch margins, 12-point type)3-5 pages (single-spaced, one-inch margins, 12-point type)</p>	<p>Course Learning Objectives 2, 4, and 5</p>		<p>10-%</p>
<p><u>Assignment: #6: Global digital media communication</u></p> <p>What: Digital media is affecting campaigns and political messaging around the world. You must be able to understand and leverage digital communications that are becoming fundamental tools to deliver political messages, images and ideas. Pick a national campaign; describe how digital media was used in a campaign and what outcome occurred.</p> <p>Length: 7-10 pages (single-spaced, one-inch margins, 12-point type) Also include pictures and examples of digital tools used and the messaging being delivered.</p>	<p>Course Learning Objectives 1, 2, 3, 6, and 7</p>		<p>10%</p>
<p><u>Assignment #7: Understanding the role of the candidate</u></p> <p>What: Successful politicians have assorted leadership strengths which allow for the expansion of their influence and power. Pick a global leader currently in office and decipher what makes them successful, interweaving their campaign styles and personal values and experiences.</p>	<p>4, 5, and 8</p>		<p>10%</p>

Length: 3-5 pages (single-spaced, one-inch margins, 12-point type)			
<p>Assignment #8: Campaign Advocacy plan</p> <p>What: Global advocates must be able to develop a comprehensive campaign plan. Pick a nation, create a campaign, and write a campaign plan including, a candidate profile, issues to be discussed based upon party ideology and survey; media and digital media, party outreach and grassroots engagement; and three or four ways to increase votes from other political parties.</p> <p>Length: 15-20 pages (single-spaced, one-inch margins, 12-point type) Include a calendar with deadlines for the campaign tools and events included.</p>	Course Learning Objectives 1, 2, 3, 4, 5, 6, 7 and 8		10%
<p>Punctuality, attendance and class participation</p> <hr/> <p>Weekly Discussion Thread on Blackboard – Each Saturday, discussion questions will be posted on the class Blackboard site. Each student will post an answer by Noon on Tuesday. By noon on Thursday, each student will have posted a thoughtful response to three of the other postings.</p>			5%
			20%
Total			100%

Following is the grade scale for all GSPM classes:

Grade*	Grading Standard
A 94-100	Your work is outstanding and ready for submission in a professional environment. Your material, effort, research, and writing demonstrate superior work.
A- 90-93	Represents solid work with minor errors. Overall, excellent work.

B+	87-89	Very good. Represents well-written material, research, and presentation, but needs some minor work.
B	83-86	Satisfactory work but needs reworking and more effort. Note that although not a failing grade, at the graduate level, anything below a "B" is viewed as unacceptable.
B-	80-82	You've completed the assignment, but you are not meeting all of the requirements.
C+	77-79	Needs improvement in content and in effort. Shows some motivation and concern.
C	73-76	Needs reworking, improved effort, and additional research. Shows minimal motivation and concern.
C-	70-72 (lowest grade to pass)	Poor performance. Major errors, too many misspellings, problems with accuracy, etc.
F	Below 70	Unacceptable performance, or inability to submit the assignment.

*Please note that you may be penalized for late submission of assignment(s).

Required Text and Learning Materials

Must read "Political Handbook of the World" available through the GW library on-line within the CQ Political Reference Suite within the political science section of the "Articles and Data Bases."

<http://www.electionguide.org/>

<http://aceproject.org/>

<https://www.cia.gov/library/publications/the-world-factbook/>

<http://www.state.gov/>

<http://www.economist.com/topics/>

http://news.bbc.co.uk/2/hi/country_profiles/default.stm

<http://www.americasquarterly.org>

<http://www.politicsabroad.com/>

<http://www.worldaudit.org>

<http://www.icnl.org/research/trends/Global%20Trends%20in%20NGO%20Law%20Final%20October%202016.pdf>

NGO Monitor: <http://www.icnl.org/research/monitor/index.html>

Websites of major “in country” newspapers

Tentative Course Calendar*

*The instructor(s) reserves the right to alter course content and/or adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar. The instructor reserves the right to alter course content and assignments as circumstances warrant. The case study packets in particular will be adjusted along the way. All changes will be announced in class, posted on Blackboard, and emailed to the addresses you provide via Blackboard.

Please note that additional speakers on topics like Digital Advocacy, Crisis Management, Russia and Ghana (as examples) will be added as the speakers confirm dates.

Session 1: Overview of global politics

September 1, 2016

Topic and Content Covered:

Overall course goals and perspective
Global political parties
International political leaders
Systems of Government around the Globe

Learning objective(s) Addressed:

- Appreciate the various political systems around the globe
- Understand the elements of running for office around the globe
- Focus on current campaigns taking place in specific nations, including the parties involved, the candidates and the issues being discussed

- Be able to research and understand the history of political parties in a nation or region
- Comprehend key terms: rhetorical situations, campaigning and political management
- Begin to use three basic tools: research files, strategy memos, and message/narratives; recognize how campaigning developed in accordance with democratic ideals, government institutions, social and economic forces, technological affordances, and the publicly embraced innovation of leaders

Reading(s) due Today: Become familiar with the CIA World Fact Book

<https://www.cia.gov/library/publications/the-world-factbook/>

Electoral System Design: The New International IDEA Handbook (a PDF will be provided prior to the first class)

The Complete Guide to Advocacy (at least through Chapter One)

Assignment(s) Due Today: None

**Session 2: Approaching a Public Affairs Campaign (Gerry Gunster of Goodard Gunster, who handled the “Leave” side of Brexit.
September 8, 2016**

Topic and Content Covered:

Discussion on how to organize, structure and execute campaign/advocacy efforts
Review the most important aspects of winning strategies
Examine organizational theories in light of culture, history and demographics
Political scandals in international campaigns

Learning objective(s) Addressed:

- Understand the role of political managers and politics play in shaping policy outcomes
- Learn the essential concepts, skills, methods and standards of conduct that global political managers and leaders rely upon to advise decision-makers and carry out their own decisions
- Recognize how campaigning developed in accordance with democratic ideals, government institutions, social and economic forces, technological affordances, and the publicly embraced innovation of leaders.

Reading(s) due Today: skim the IDEA International Handbook about different electoral systems.

Assignment(s) due Today: #1 - The current global political scene

**Session 3: Global campaign and advocacy ‘rules of the road’
September 15, 2016**

Topic and Content Covered:

Use research abilities to find and understand the laws and regulations on political campaigns in both geographic regions and among nation-states.

Learning objective(s) Addressed:

- Identify and investigate the laws and regulations that affect the ability to wage a successful campaign
- Locate and present the governing body of laws and basic rules needed to wage a successful campaign.
- Uphold ethical standards as practiced in global campaign management.
- Identify and engage the appropriate people needed to wage a successful campaign.

Reading(s) due Today: Become familiar with ACE project materials.

<http://aceproject.org/>

Assignment(s) due today: Be prepared to discuss one nation’s ‘rules of the road’ and look for something that may give your campaign or advocacy effort a competitive advantage in that country.

**Session 4: Advocacy in the United Kingdom (Shane Greer) and A Systematic Way to think about Impacting Decision-making in a Nation or Region
September 22, 2016**

Topic and Content Covered:

How to systematically view a campaign/advocacy initiative

Thinking about allies and coalition partners to get the right decision

Using the WinWin Shapeholders decision matrix

Working on underlying assumptions about campaign/advocacy efforts

Learning objective(s) Addressed:

- The complexities surrounding global campaign efforts

- Understand the value of research as a campaign tool
- Appreciate the importance of campaign research, strategy and message, so as to understand how global leaders think about how they make their decisions
- Collect, evaluate, and incorporate empirical evidence to shape and optimize a campaign

Reading(s) due Today: Hon. Mark Kennedy, "Social media provides a megaphone for organizations intent on shaping the corporate environment, *Strategy & Leadership*, Volume 41, Number 3, pp. 39-47. A PDF of this article will provided to the students prior to the class.

Assignment(s) due Today: #2 - Determining the rules of campaigning

Session 5: Campaign Complexities faced around the Globe & Understanding and Using Political/Advocacy Research
September 29, 2016

Topic and Content Covered:

Some campaign/advocacy tools are universally used around the globe. This session will first focus on the subtle complexities in using tools in specific nations and regions. Then, the class will shift to inquire into the importance of using research to succeed in campaign/advocacy efforts.

Students should become familiar with an array of in-depth research methods of use to political managers. Understand what specific research methods have been used in regions around the globe. Familiarize yourself with where specific research tools do not fit into acceptability, given the culture and history of a region or state.

Overview of tools, including: Interviewing for Intel; Mining and Refining Data (Big and Small); Analysis of Money; Message, Markets, and Votes; Audience Research; Polls; Focus Groups, and Randomized Experiments.

Learning objective(s) Addressed:

- The complexities surrounding global campaign efforts
- The uneven movement of 'American style campaigns' across the globe
- Understand the value of research as a campaign tool
- Appreciate the importance of campaign research, strategy and message, so as to understand how global leaders think about how they make their decisions

- Collect, evaluate, and incorporate empirical evidence to shape and optimize a campaign

Reading(s) due Today: Pew Global Attitudes Project, <http://www.pewglobal.org>

Assignment(s) due Today: None

Session 6: How Global Audiences look at Politics **October 6, 2016**

Topic and Content Covered:

Understand and analyze how various global audiences and nation-state populations view politics.

Learning objective(s) Addressed:

- Become familiar with what we know about political expectations globally, attitudes, intakes, opinions, and actions from social science, history, and popular culture, and what this knowledge of cognition and emotion means for political research, strategy, and message
- Viewing the history and popular culture as angles of insight into the popular mind
- Framing and priming as means of influence
- Reviewing current global and nation-state public opinion research
- Limits and possibilities: a review of public opinion research

Reading(s) due Today: “Answering An Easier Question,” from Daniel Kahneman, *Thinking, Fast and Slow*; Brendan Nyhan & Jason Reifler, “Opening the Political Mind?” unpublished paper September 12, 2011.

Assignment(s) due Today: #3 – Using Research to Define Campaign Issues

Session 7: Messaging and venue around the Globe **October 13, 2016**

Topic and Content Covered

The importance of words used in a campaign

The power of campaign stories

Using surveys to discern the words used to communicate.

The power of a unique venue

Combining words and visuals – the positive political impact

How messages are created, leveraged, and used in campaigns worldwide.

Special insight into advocacy in parliamentary systems

Learning objectives:

- Communicate in a regionally or nationally appropriate manner for the benefit of the campaign.
- Develop persuasive messages by utilizing creative framing.
- Identify the principles of good messaging: memorability, repetition, identification, credibility, authority, and utilize appropriate narrating skills in the creation and delivery of messages.
- Identify appropriate strategies and venues used in political campaigns, particularly those that can strengthen candidate appearances, messaging and impact voter views.
- Analyze and deconstruct a landmark international leader's address as a campaign narrative, embedded within publicly known historical narratives.

Reading(s) due Today:

Emma Coats, "Story Basics"

Jay Conger, "The Necessary Art of Persuasion"

Deborah Stone, "Symbols," "Numbers," and "Conclusion" from *Policy Paradox* (Norton, 2002).

Assignment(s) due Today: #4 – Grasping how Media can affect election outcomes

Session 8: Understanding the five modes of influence

October 20, 2016

Topic and Content Covered:

Understand similarities and differences among five modes of influence: text (spoken and written), video, info graphics (numbers), mass media (dealing with journalists and info-tainers), and digital media (page and path architecture). Appreciate relative strengths and weaknesses to campaigns among paid, negotiated, free, and social media.

Learning objective(s) Addressed:

- Appreciate the importance of campaign research, strategy and message, so as to understand how the elected global leaders think about how they make their decisions
- Conduct campaign research in order to develop appropriate strategies and persuasive messages.
- Distinguish between the agendas of global campaigns and the global media.
- Demonstrate the power of social media users and digital transformations

Reading(s) due Today:

Kristina Halvorson, "Audit," from *Content Strategy for the Web* (New Riders, 2010); Roger Ailes, "Media Tactics," from *You Are the Message* (Doubleday, 1995); Garr Reynolds, "Presentation Design: Principles and Techniques," *PresentationZen: Simple Ideas on Presentation Design and Delivery*, 2nd edition, (New Riders, 2012).

Assignment(s) due Today: #5 – How the use of words affects Campaigns

Session 9: Political management tools around the globe – Part I
October 27, 2016

Topic and Content Covered:

Introduction and history of political tools used around the globe

Become familiar with an array of in-depth research methods of use to political managers.

Understand what specific research methods have been used in regions around the globe.

Familiarize yourself with where specific research tools do not fit into acceptability, given the culture and history of a region or state.

Political scandals in international campaigns

Learning objective(s):

- Identify the essential concepts, skills, methods and standards of conduct that global political managers and leaders rely upon to advise decision-makers and carry out their own decisions.
- Demonstrate how campaigning developed in accordance with democratic ideals, government institutions, social and economic forces, technological affordances, and the publicly embraced innovation of leaders.
- Extrapolate on the need for and the importance of budgets and fundraising, and the strategies needed to effectively use both.

Reading(s) due Today:

David Rehr, “7 Steps for Understanding and Motivating Your Base,” Campaigns & Elections, September/October, 2013.

Assignment(s) due Today: None

Session 10: Political management tools around the globe – Part II

November 3, 2016

Learning objective(s):

- Identify and utilize specific media tools used in campaigns around the globe, including earned media, paid media, digital media and your own campaign assets
- Evaluate the importance of coalitions as a means to winning an election
- Identify and reach out to “third parties” for support and endorsements
- Responding to “negative” campaigning and/or external events which you do not anticipate during the campaign
- Anticipate and respond to unexpected developments during a political campaign.
- Identify and leverage the personal strengths of the candidate as a tool for victory
- Construct and maximize the use of public opinion surveys to influence the outcome of the election
- Utilize micro targeting, where appropriate
- Identify your supporters and utilize them as effective advocates.
- Conduct an effective public education effort.

Reading(s) due Today:

TBA

Assignment(s) due Today: #6 – Global digital media communication

Session 11: Running for office in a nation-state

November 10, 2016

Topic and Content Covered:

Understanding the campaign from the candidate's perspective.

Appreciate how an advocacy campaign intersects with the candidate's perspective and experiences

The strengths and weaknesses of candidate involvement in campaign operations

Eight rules for a successful candidate-manager relationship

Learning objective(s) Addressed:

- Understand the role of political managers and politics play in shaping policy outcomes
- Four resources election campaigners must manage (message, money, people, intelligence) and the myriad of roles campaign managers play
- Campaign teams and assemblages
- Determining how to view the campaign - incumbent vs. challenger strategies
- Issue positioning and emphasis
- Applicability of business and marketing strategy to election campaigns; targeting and triage

Reading(s) due Today:

Samuel Popkin, *The Candidate*, Chapter 9.

Assignment(s) due Today: None

Session 12: Campaigning, Communicating for a Cause or as a Candidate
November 17, 2016

Topic and Content Covered:

Participate in a conversation about effectively communicating a cause or as a candidate/incumbent to ensure a positive impact is being made. Discuss how, when, where to engage. Learn how to magnify the specific communication idea or event to create momentum towards success.

Learning objective(s) Addressed:

- Focus on how to pick the right venue and what messages are communicated by the 'setting'
- Hear tips to include in your advocacy or candidate communication and what to avoid
- Discuss how to build on the momentum of a communication, given the culture and history of the issue, candidate, country or region.

- Find, engage, and motivate the right people – leaders, professional colleagues, and citizens – to join and contribute to a campaign

Readings due Today: TBA

Assignment(s) due Today: #7: Understanding the role of the candidate

NO CLASS ON THURSDAY, NOVEMBER 24TH – THANKSGIVING

Session 13: Campaigning amid violence and in totalitarian nations, and Finishing touches for a winning campaign

December 1, 2016

Session 13 will oddly talk about two very different subjects. The first portion of the session will focus on specific challenges campaigning/advocating in violent or totalitarian nations. We are hopeful to have a guest lecturer talk about his or her firsthand experiences. The second portion of the session will review what could be called ‘finishing touches’ revolving around both winning and losing – with a political campaign or an advocacy campaign. Sorry for the somewhat divergent topics but we want to keep the last class available for graduate student presentations.

Topic and Content Covered:

Obtaining a perspective on corruption, limits on democratic freedoms, and campaigning in totalitarian nations.

Winning and losing graciously

Keeping your elected candidate grounded

Making democracy work

Learning objective(s) Addressed:

- Enhancing threats, saving face, preserving a back channel, disinformation, and other techniques for situations where violence has for the time being closed off regular politics [negotiation, competition, arbitration, and even silence.] Modes of communication involving hostile-dominated populations: PSYOPS, Propaganda, Govt. Public Affairs, and Public Diplomacy

Reading(s) due Today:

Case Study: The Battle of Mogadishu (Somalia, 1993.) Reading: Martin Meredith, “Black Hawk Down,” from *The Fate of Africa: From the Hopes of Freedom to the Heart of Despair* (New York: Public Affairs, 2005).

Assignment(s) due Today: None

**Session 14: Graduate Student Campaign/Advocacy Presentations
December 8, 2016 – Last Class**

[Nordlinger and Rehr will serve as judges on the oral presentation.](#)

Topic and Content Covered:

Presenting a throughout and well constructed campaign plan

Increase presentation abilities

Engage other presenters in a constructive dialogue of their assumptions, strategy and plan specifics

Learning objective(s) Addressed:

- Focus on the evolution of politics from a global perspective, including types and varieties of political parties around the world
- Address the recurring dilemmas of global advocacy in a manner that upholds ethical standards as practiced in the profession
- Find, engage, and motivate the right people – leaders, professional colleagues, and citizens – to join and contribute to a campaign
- Assess the regional political environment, develop a strategy to achieve specific goals within the environment, and act to carry out that strategy through a political campaign

Reading(s) due Today: None

Assignment(s) due Today: #8 – Campaign Plan

Copyright Statement

Unless explicitly allowed by the instructor, course materials, class discussions, and examinations are created for and expected to be used by class participants only. The recording and rebroadcasting of such material, by any means, is forbidden.