

Communication 370 Syllabus – The Rhetoric of Ideas: Ideology and Propaganda

Updated – 1/06/06

Thursday: 3:30am-6:30pm, ASC 228

Spring 2006

Instructor: Craig Hayden

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Course Summary

Ideology may be pervasive in society, but how does it become so? How do ideas get promoted, and how might they compete in a “marketplace” of ideas? When does ideology cease to become “visible” and become simply “common sense?”

In this class, you will be exposed to a variety of ideological formations – instances where communication and action betray an ideological character. The goal of this course is to equip you with the necessary skills to deconstruct these formations, and to produce a thoughtful and insightful criticism in essay form. This course is designed to enhance your critical thinking skills and to provide instruction on how to apply these skills to making critical *arguments*. Rather than provide an “introduction” to ideologies, this course focuses on how ideologies are conveyed, sustained, and promoted in various venues of communication. Throughout this course, you will be exposed to various cases of ideological expression. Your task will be to identify how such expression may reflect ideologies, how they evidence strategies of promotion or advocacy, and to situate these ideas in a larger social and historical context. The ultimate aim of this course is to make you more aware of the relationship between ideas, ideology and rhetoric and to be better consumers of public argument.

Course Requirements

- 1) **Midterm** (20%) – Short answer; covering basic theories and ideas presented in the first part of the course.
- 2) **Critical Analysis Paper** (55%) – This will be completed in six parts, due at separate dates (See schedule for exact dates).
 - a. **Part 1** - Introduction: Research Question; Selection of Artifact
 - b. **Part 2** - Description of Artifact & Context
 - c. **Part 3** - Description of Artifact; Specific unit of analysis & evidence of particular ideology
 - d. **Part 4** - Findings: Analysis of ideology in the artifact, rhetorical strategies, interests served, etc.
 - e. **Part 5** - Discussion & Conclusion: What kind of contribution does your research question provide?
 - f. **Part 6** - Final Draft

- 3) **In-Class Controversy Presentation (15%)** – This assignment will involve you individually leading a class discussion, lasting roughly 20 minutes, on a contemporary public controversy that contains elements of competing ideologies:
 - a. **Identifying a public controversy**
 - b. **Establish a historical and/or social context**
 - c. **Demonstrate the arguments inherent in the controversy; strategies of promotion.**
 - d. **Examining the ideological dimensions of the controversy**
 - e. **Provide evidence (show or read texts; images, etc.)**
 - f. **Lead a discussion based on critical questions you will pose to the class.**
- 4) **In-Class Participation (10%)**

Classroom Rules & Policies

1. Be prepared to speak in class everyday. I will be “cold-calling” you to answer questions in class. You are allowed one “pass” per semester, no questions asked. Remember that participation is 15% of your grade.
2. All assignments are due at the beginning of class. If you are absent the day of a written assignment due date, you will receive a 10% deduction in assignment grade for each day that the assignment is not turned in.
3. All students are expected to participate in class – as a presenter and as an active audience member. Special Note: Turn all mobile phones and pagers off during class time. If your mobile phone rings during class, *I will answer the phone for you.*
4. Attendance Policy:
 - a. You are allowed one absence in the class during the semester, no questions asked. More than two absences will result in your course grade lowered by 1/2 letter grade per additional absence. More than four absences risk failure in the class. A roll sheet will be distributed at the beginning of every class. It is your responsibility to sign the roll sheet. Tardies and leaving class early count as 1/3 of an absence.
 - b. If you miss a day that you are scheduled to present, you will receive no credit for that presentation (see below for details). If you miss a scheduled test, you will receive no credit for that test.
 - c. Extended absences and absences on scheduled oral assignment days are only tolerated if caused by medical emergencies. Written permission from a physician is required. Details of your absence must be promptly communicated to me via email or voicemail.
2. Presentation and paper deadlines are final. If a presentation is not given on the scheduled day, it must be made up or you will not pass the class. Presentations that are given late will receive a grade no higher than a “C.”
3. Questions about grades should be addressed in a timely manner. There is a 24 hour wait period after receiving a grade. You have one week after the wait period to discuss a grade. All grades after this period are considered final.
4. Academic integrity: The Annenberg School for Communication is committed to upholding the University’s academic integrity code as detailed in the SCampus guide. It is the policy of the School of Communication to report all violations of the code. Any serious violation or pattern of violations of the academic integrity code will result in the student’s expulsion from the Communication major or minor. The University presumes that you are familiar with its standards and policies. Should you be found to have committed a violation, ignorance of these standards and policies will not be accepted as an excuse. For further

- clarification – please refer to the “University Student Conduct Code” and the “Appendix A: Academic Dishonesty Sanction Guidelines” in the Scampus guide.
5. Disabilities: Any student requesting academic accommodation based on a disability is required to register with disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure to deliver the letter to me ASAP. DSP is located in STU 301. The DSP phone number is (213) 740-0776.
 6. As instructor I reserve the right to add, delete, or otherwise change this syllabus. You will be notified of any syllabus changes.

Required Course Texts:

Frank, Thomas. “What’s the Matter with Kansas? How Conservatives Won the Heart of America”

Lakoff, George. “Don’t Think of an Elephant”

Nye, Joseph. “Soft Power: The Means to Success in World Politics”

Schedule of Assignments and Readings

Readings indicated as [online] are available on the course website.

Jan 12 – Introduction - Definitions of Propaganda and Ideology

What it means to be a critic of ideology, propaganda, and ideologically-infused communication; The Idea of the Enthymeme; Brainstorm for Controversy Presentation.

Handout: Web Definitions of Ideology; Ideological Criticism

SECTION I. THEORIES OF PROPAGANDA AND IDEOLOGY

Jan 19 – Propaganda & Ideology Introduction

Black – “The Semantics and Ethics of Propaganda” [online]

Lasswell - “Propaganda” (1934) [online]

Pratkanis & Aronson - “Our Age of Propaganda;” *The Psychology of Everyday Persuasion*” [online]

Sonja Foss – Ideological Criticism in *Rhetorical Criticism, 2nd Ed* [online]

United States CRS Report on Propaganda 2005 [online]

DUE: Topic and Date for Controversy Presentation.

Jan 26 – Basics of Ideology Theory

Marx - “Ruling Class and Ruling Ideas/Base and Superstructure” (191-192; 193) [online]

Gramsci - “Hegemony, Intellectuals, and the State” (210-216) [online]

Althusser - “Ideology and Ideological State Apparatuses” (153-164). [online]

Barthes – Myth Today [online]

Foucault – Power as Knowledge (Excerpt from Lemert, *Social Theory*) [online]

Feb 2 – Ideology; Culture and Rhetoric

Michael C. McGee – The Ideograph: A Link between Rhetoric and Ideology. *The Quarterly Journal of Speech* 66, no.1, 1980. [online]

Matthew Killmeier – “Preemptive Strikes on the Cultural Front: Big Radio, the Dixie Chicks, and Homeland Security” in *Bring ‘Em On: Media and Politics in the Iraq War*. [online]
Kathryn Olson and G. Thomas Goodnight “Entanglements of Consumption, Cruelty, Privacy, and Fashion The Social Controversy over Fur” *The Quarterly Journal of Speech* 80:3 [online]

SECTION II: IDEOLOGIES, SOCIAL PROPAGANDA, & PUBLIC ARGUMENT

Feb 9 – Media & Propaganda

Eric Alterman - “What Liberal Media? (Selected Excerpts) [online]
Adel Iskandar - “The Great American Bubble”: Fox News Channel, the “Mirage” of Objectivity, and the Isolation of American Public Opinion in *Bring ‘Em On: Media and Politics in the Iraq War*. [online]
Jeffrey Klaehn – A Critical Review of Herman and Chomsky’s Propaganda Model [online]

In-Class Film: “*Outfoxed*”

DUE: Essay Assignment 1

Feb 16 – “Big Ideas”: Globalization & Political Economy

Francis Fukuyama – “Introduction: The End of History and the Last Man” [online]
Joseph Stiglitz - Globalism’s Discontents in *American Prospect* 2002 [online]
Jagdish Bhagwati “In Defense of Globalization” (selected excerpts) [online]

Feb 23 – Commercialism and Ideology

Naomi Klein - “The Tyranny of Brands” *The New Statesmen* [online]
Thomas Frank– “Markets R Us” *The New Statesmen* [online]
David J. Collison – “Measuring Success: Profit and Propaganda” in *War, Media and Propaganda: A Global Perspective*, Kamalipour, Y & Snow, N. (Eds.). [online]
Tyler Cowan – “Creative Destruction.” *The National Post* 2002. [online]

Mar 2 – Ideology and Arguments for War

Lee Artz - “Political Leadership, Cultural Leadership, and Public Action” in *Bring ‘Em On: Media and Politics in the Iraq War*. [online]
Lee Harris – “Al-Qaeda’s Fantasy Ideology.”
<http://www.policyreview.org/AUG02/harris.html>
Debra Merskin - “The Construction of Arabs as Enemies: Post-9/11 Discourse of George W. Bush” in *Bring ‘Em On: Media and Politics in the Iraq War*. [online]
Kenneth Burke “The Rhetoric of Hitler’s Battle” [online]

DUE: Essay Assignment 2

Mar 9 - Ideology or Metaphor: Liberalism and Conservatism

George Lakoff - “Don’t Think of an Elephant”
“On the Future of Conservatism: A Symposium. 1997” (selected readings) [online]

MIDTERM Exam in-class

Mar 16 – Spring Break

Mar 23 – A Case of Domestic Ideology

Thomas Frank - “What’s the Matter with Kansas?”

SECTION III: EXPORTING IDEAS (Putting Propaganda and Ideology together)

Mar 30 – From the Cold War to Public Diplomacy

Shawn J. Parry-Giles - “Rhetorical Experimentation and the Cold War 1947-1953: The Development of an Internationalist Approach to Propaganda” *The Quarterly Journal of Speech* 80 1994. [online]

John Brown – The Purposes and Cross Purposes of American Public diplomacy

(http://www.unc.edu/depts/diplomat/archives_roll/2002_07-09/brown_pubdipl/brown_pubdipl.html)

Milton Cummings – Cultural Diplomacy and the United States Government [online]

Sue Curry Jansen – “Foreign Policy, Public Diplomacy, and Public Relations: Selling America to the World” in *Bring ‘Em On: Media and Politics in the Iraq War*. [online]

DUE: Essay Assignment 3

Apr 6 – Soft Power

Joseph Nye - Soft Power: The Means to Success in World Politics [selected chapters]

Peter van Ham - The Rise of Brand State [online]

In-Class Film: “Control Room”

Apr 13 – Public Diplomacy I: Arguments and Implications

Christopher Ross - Public Diplomacy Comes of Ages [online]

David Hoffman - Beyond Public Diplomacy [online]

RS Zaharna - The Network Paradigm of Strategic Public Diplomacy [online]

Peter Van Ham - War, Lies, and Videotape [online]

Ramez Maluf - “Urgent: How to Sell America The New U.S. Public Diplomacy Guru Must Get the United States on Local TV, Make U.S. Foreign Aid More Visible, and Show the Arab World How Diverse American Opinion Really Is.”

DUE: Essay Assignment 4

Apr 20 – Public Diplomacy II: PD, Propaganda, and Information War

John Brown - Why Uncle Ben Hasn't Sold Uncle Sam [online]

David Kaplan - Hearts, Minds, and Dollars [online]

Philip Taylor - Shaping the Global Information Space in the 'war' against International Terrorism [online]

The Man Who Sold the War – Rolling Stone 2005 [online]

Apr 27 – Anti-Americanism

Toby Miller – Anti-Americanism [online]

Paul Hollander – “Introduction: The New Virulence and Popularity” in *Understanding Anti-Americanism*, Hollander, P. (ed.) [online]

Fouad Ajami – The Falseness of Anti-Americanism [online]

Fareed Zakaria – Hating America [online]

DUE: Essay Assignment 5

May 4 – Study Period (No Class)

May 9 – Finals!

DUE: Essay Assignment 6