TRIAL COURSE OR NEW COURSE PROPOSAL

SUBMITTED BY:

<table>
<thead>
<tr>
<th>Department</th>
<th>Anthropology</th>
<th>College/School</th>
<th>CLA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepared by</td>
<td>Robin Shoaps</td>
<td>Phone</td>
<td>474-6884</td>
</tr>
<tr>
<td>Email Contact</td>
<td><a href="mailto:rashoaps@alaska.edu">rashoaps@alaska.edu</a></td>
<td>Faculty Contact</td>
<td><a href="mailto:rashoaps@alaska.edu">rashoaps@alaska.edu</a></td>
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1. ACTION DESIRED (CHECK ONE):

<table>
<thead>
<tr>
<th>Trial Course</th>
<th>New Course</th>
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<tbody>
<tr>
<td></td>
<td>X</td>
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2. COURSE IDENTIFICATION:

<table>
<thead>
<tr>
<th>Dept</th>
<th>Course #</th>
<th>No. of Credits</th>
</tr>
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<tbody>
<tr>
<td>ANTH</td>
<td>F 435/635</td>
<td>3</td>
</tr>
</tbody>
</table>

Justify upper/lower division status & number of credits:

This course involves an in depth, cumulative project—a significant original research paper for which students must collect, transcribe and analyze their own media data. Thus the amount of student work is in line with expectations of an upper-division undergraduate class.

The graduate level course shares a similar structure and syllabus with the undergraduate version, but the expectations are higher. The course meets more often and, in addition, graduate students will have additional readings about which they are required to prepare short presentations and create and post annotated bibliographies to add to the collective knowledge of the class. The research paper will be longer, more involved, with higher expectations about the depth of the literature review and use of outside sources.

3. PROPOSED COURSE TITLE:

Political Media and Discourses of the American Right

4. To be CROSS LISTED? YES/NO

| YES | If yes, Dept: LING | Course # 465/635 |

NOTE: Cross-listing requires approval of both departments and deans involved. Add lines at end of form for additional required signatures.

5. To be STACKED? YES/NO

| YES | If yes, Dept: ANTH/LING | Course # 435/635 |

How will the two course levels differ from each other? How will each be taught at the appropriate level?:

The undergraduate level course has fewer assignments and less involved research papers.

Stacked course applications are reviewed by the (Undergraduate) Curricular Review Committee and by the Graduate Academic and Advising Committee. Creating two different syllabi—undergraduate and graduate versions—will help emphasize the different qualities of what are supposed to be two different courses. The committees will determine: 1) whether the two versions are sufficiently different (i.e. is there undergraduate and graduate level content being offered); 2) are undergraduates being overtaxed?; 3) are graduate students being undertaxed? In this context, the committees are looking out for the interests of the students taking the course. Typically, if either committee has qualms, they both do. More info online – see URL at top of this page.

6. FREQUENCY OF OFFERING:

Fall Even Numbered Years or As Demand Warrants.

7. SEMESTER & YEAR OF FIRST OFFERING (AY2013-14 if approved by 3/1/2013; otherwise AY2014-15)

Fall 2014 (AY2014-2015)
8. COURSE FORMAT:
NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the Core Review Committee.

<table>
<thead>
<tr>
<th>COURSE FORMAT: (check all that apply)</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6 weeks to full semester</th>
</tr>
</thead>
</table>

OTHER FORMAT (specify)
Mode of delivery (specify lecture, field trips, labs, etc)
Seminar discussion and lab data workshops.

9. CONTACT HOURS PER WEEK:
Note: # of credits are based on contact hours. 800 minutes of lecture = 1 credit. 2400 minutes of lab in a science course = 1 credit. 1600 minutes in non-science lab = 1 credit. 2400-4800 minutes of practicum = 1 credit. 2400-8000 minutes of internship = 1 credit. This must match with the syllabus. See http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures/-guidelines-for-computing/- for more information on number of credits.

<table>
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<tr>
<th>LECTURE hours/weeks</th>
<th>LAB hours /week</th>
<th>PRACTICUM hours /week</th>
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<tbody>
<tr>
<td>3</td>
<td></td>
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</table>

OTHER HOURS (specify type)
Graduate students will meet for one hour every other week to discuss additional readings.

10. COMPLETE CATALOG DESCRIPTION including dept., number, title, credits, credit distribution, cross-listings and/or stacking (50 words or less if possible):

Example of a complete description:

FISH F487 W, O
Fisheries Management
3 Credits Offered Spring
Theory and practice of fisheries management, with an emphasis on strategies utilized for the management of freshwater and marine fisheries. Prerequisites: COMM F131X or COMM F141X; ENGL F111X; ENGL F211X or ENGL F213X; ENGL F414; FISH F425; or permission of instructor. Cross-listed with NRM F487. (3+0)

ANTH F435 O
Political Media and Discourses of the American Right
3 Credits Offered Fall Even Numbered Years or As Demand Warrants
This class uses “hands-on” discourse analytic techniques of student-collected media data in order to examine whether or not there is a unified rhetorical style associated with the American Right; the nature of the relationship between a message, its form and persuasion; and how moral stance are taken in political contexts. Evaluation of the veracity, ethical or historical merits of conservative political stances is not part of the scope of the class. Prerequisites: COMM F111x or COMM F141X; ENGL F111x; ENGL 211x or ENGL 213x. Cross-listed with LING F435. Stacked with ANTH F635 and LING F635.

ANTH F635
Political Media and Discourses of the American Right
3 Credits Offered Fall Even Numbered Years or As Demand Warrants
This class uses “hands-on” discourse analytic techniques of student-collected media data in order to examine whether or not there is a unified rhetorical style associated with the American Right; the nature of the relationship between a message, its form and persuasion; and how moral stance are taken in political contexts. Evaluation of the veracity, ethical or historical merits of conservative political stances is not part of the scope of the class. Prerequisites: Graduate standing. Cross-listed with LING F635. Stacked with ANTH F435 and LING F435.

11. COURSE CLASSIFICATIONS:
Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.

<table>
<thead>
<tr>
<th>H = Humanities</th>
<th>S = Social Sciences</th>
<th>X</th>
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</thead>
</table>

Will this course be used to fulfill a requirement for the baccalaureate core? If YES, attach form.

IF YES, check which core requirements it could be used to fulfill:

YES: NO: X
11.A Is course content related to northern, arctic or circumpolar studies? If yes, a “snowflake” symbol will be added in the printed Catalog, and flagged in Banner.

YES [ ] NO [ X ]

12. COURSE REPEATABILITY:

Is this course repeatable for credit? YES [ ] NO [ X ]

Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).

How many times may the course be repeated for credit? TIMES [ ]

If the course can be repeated for credit, what is the maximum number of credit hours that may be earned for this course? CREDITS [ ]

If the course can be repeated with variable credit, what is the maximum number of credit hours that may be earned for this course? CREDITS [ ]

13. GRADING SYSTEM: Specify only one. Note: Changing the grading system for a course later on constitutes a Major Course Change – Format 2 form.

LETTER: [ X ] PASS/FAIL: [ ]

14. PREREQUISITES

Graduate standing or permission of instructor.

These will be required before the student is allowed to enroll in the course.

15. SPECIAL RESTRICTIONS, CONDITIONS

16. PROPOSED COURSE FEES

$0

Has a memo been submitted through your dean to the Provost for fee approval? Yes/No [ ]

17. PREVIOUS HISTORY

Has the course been offered as special topics or trial course previously? Yes/No [ ]

If yes, give semester, year, course #, etc.: It was offered Fall 2012 as ANTH F492/692 when I began at UAF as a term faculty member.

18. ESTIMATED IMPACT

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

None.

19. LIBRARY COLLECTIONS

Have you contacted the library collection development officer (kljensen@alaska.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution. If not, explain why not.

No [ X ] Yes [ ]

Students collect their own data on-line and do not need access to recording equipment or media collections.

20. IMPACTS ON PROGRAMS/DEPTS

What programs/departments will be affected by this proposed action?

Include information on the Programs/Departments contacted (e.g., email, memo)

This will primarily impact Linguistics and Anthropology, as it will be a new elective for students in each program. Both departments’ chairs have signed below.
21. **POSITIVE AND NEGATIVE IMPACTS**

*Please specify positive and negative impacts on other courses, programs and departments resulting from the proposed action.*

There is no negative impact. The positive impacts are that the timely nature of the subject matter may pique student interest in taking more linguistics and anthropology courses; it will increase course offerings in linguistic anthropology (currently underrepresented in Anthropology and Linguistics), and provide an additional course that teaches methods integrated with a specialized topic. It also explicitly promotes civic involvement, through exposing students to new ways of engaging and analyzing political media (a focus on form, not content of views).

**JUSTIFICATION FOR ACTION REQUESTED**

The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

Linguistic anthropology is traditionally a subfield of both anthropology and linguistics. Due to faculty changeover, linguistic anthropology has long been a neglected and underrepresented part of the both the linguistics and anthropology curricula. For example, there is currently only one 600-level linguistic anthropology courses in the catalog (most offerings have been Special Topics; with the exception of ANTH F631, all courses are offered by linguistics faculty and do not contain extensive linguistic anthropology content). There are only two other undergraduate linguistic anthropology courses offered in the anthropology department.

**APPROVALS:** Add additional signature lines as needed.

SEE ATTACHED SIGNATURES

<table>
<thead>
<tr>
<th>Signature, Chair, Program/Department of:</th>
<th>Date</th>
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<table>
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<tr>
<th>Signature, Chair, College/School Curriculum Council for:</th>
<th>Date</th>
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<tr>
<th>Signature, Dean, College/School of:</th>
<th>Date</th>
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Offerings above the level of approved programs must be approved in advance by the Provost.

<table>
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<tr>
<th>Signature of Provost (if above level of approved programs)</th>
<th>Date</th>
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</table>

**ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE**

<table>
<thead>
<tr>
<th>Signature, Chair Faculty Senate Review Committee: ___Curriculum Review ___GAAC ___Core Review ___SADAC</th>
<th>Date</th>
</tr>
</thead>
</table>

**ADDITIONAL SIGNATURES:** (As needed for cross-listing and/or stacking)
APPROVALS: Add additional signature lines as needed.

Signature, Chair, Program/Department of: ANTH
Date 01/08/2014

Signature, Chair, College/School Curriculum Council for: CLA
Date

Signature, Dean, College/School of: CLA
Date 2/7/14

Offerings above the level of approved programs must be approved in advance by the Provost.

Signature of Provost (if above level of approved programs)
Date

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

Signature, Chair
Faculty Senate Review Committee: Curricular Review GAAC
Core Review SADAC

ADDITIONAL SIGNATURES: (As needed for cross-listing and/or stacking)

Signature, Chair, Program/Department of:
Date

Signature, Chair, College/School Curriculum Council for: CLA
Date 1/21/14

Signature, Dean, College/School of:
Political Media and Discourses of the American Right

ANTH/LING 435 O
3 credits

Prerequisites: COMM F131x or COMM F141X; ENGL F111x; ENGL 211x or ENGL 213x.
Recommended: Prior courses in rhetoric, linguistics, anthropology or political science.

Meeting time and location: TBA

Instructor:     Dr. Robin Shoaps
Office Hours:   TBA or by appointment in Bunnell 305B.
                Bring memory stick or laptop to discuss data
Phone:         474-6884
E-mail:        rashoaps@alaska.edu

1. Catalog (Short) Description:
This class uses “hands-on” discourse analytic techniques of student-collected media data in order to examine whether or not there is a unified rhetorical style associated with the American Right; the nature of the relationship between a message, its form and persuasion; and how moral stances are taken in political contexts. Evaluation of the veracity, ethical or historical merits of conservative political stances is not part of the scope of the class.

2. Overview:
Talk radio, and increasingly, cable news programming, have provided a vibrant platform for conservative punditry and have played a major role in American political discourse. This course will provide students with a new perspective on the mediated political messages leading up to and in the wake of presidential and local and national midterm elections. In approaching political media from a discourse analytic point of view, the course will expose students to a broad analytic framework that is suitable for approaching all forms of political and public moral discourse. A major focus of the class will be on “hands-on” and workshop style analysis of media data and examination of the specific communicative practices found there. Students will be responsible for collecting and transcribing the media broadcasts that will comprise the material for class analysis and discussion. Larger questions to be considered in the class include whether or not there is a unified rhetorical style associated with the American Right; the nature of the relationship between a message, its form and persuasion; and how moral stances are taken in political contexts.

What this course WILL NOT prioritize:
This class is not a journalism or political science class. While we are concerned with identifying political stances, will not evaluate pundits based on the factuality of their statements nor whether their stances are “right” or “wrong.” Your and the instructor’s political opinions are
irrelevant to analysis. Papers and discussion should not address whether or not you agree with the host. By divorcing ourselves from factual analysis and our political opinions we will be able to learn a new way of listening, one that gives us training to go beyond what a blogger or opinion columnist can write.

Course Goals:
Students will:
- Learn a new framework for “listening” to political media
- Conduct analysis of political media that steps outside of evaluating facts or whether you agree with political platforms
- Recognize and identify the specific rhetorical strategies used by a particular conservative pundit
- Contextualize political media with respect to American conservativism
- Collect data and become an “expert” on the language use of a particular conservative pundit

Student Learning Outcomes:
Upon completion of this course, students should be able to:
- Transcribe discourse data
- Be able to analyze political media with respect to semantic, prosodic and stylistic traits
- Recognize and analyze different units and levels of discourse structure.
- Demonstrate an ability to integrate existing literature into a research project

Instructional Methods:
Regular class time will be divided into 2 formats: In general two days a week will be devoted to lecture and we will discuss the weekly reading assignments and your listening journals. On “lab days” we will discuss data (often provided by a student).

This course is designated as Oral-Intensive (O). ORAL ACTIVITIES IN THIS COURSE WILL FOLLOW THESE RULES:
- A minimum of 15 percent of the graded work will be based on effectiveness of oral communications.
- Students will receive intermediate instructor assistance in developing presentational competency.
- Students will utilize their communication competency across the span of the semester, not just in a final project.
- Students will receive instructor feedback on the success of their efforts at each stage of preparing their presentations.

3. Course Requirements:

Oral Participation:
15% of the course grade is based on your oral participation in data workshops and labs. Oral participation is evaluated on your speaking skills and your abilities to integrate class readings into your commentary and presentation.¹

Each student will have multiple opportunities to discuss their data in class²:

1. **Data Workshop Presentation:** Each student will do a formal presentation of their data, the week of which he/she is “off the hook” for other assignments (aside from readings). The presentation segment should be chosen for rhetorical characteristics (i.e., not necessarily the first few minutes of a show) and should not include commercials, theme music, etc. Plan to prepare a 3-5 minute segment, to be presented in 20 minutes, with copies of transcripts for class to facilitate the question and answer period. **Students are required to bring their data to discuss it with me first.**

2. **Project Presentation:** At the end of the semester, each student will present his or her final paper research topic and findings. This presentation will last 20 minutes and provide an opportunity for peer and instructor questions and feedback.³

3. **Moderation:** Each student will moderate another student’s data workshop presentation (#1). The moderator should meet with the presenter in advance and prepare comments on the data and discussion questions. The moderator will speak for 5 minutes and will lead discussion and moderate Q & A.

All presentations (with the exception of moderation) should have a clear organization involving an introduction, body (data + analysis) and conclusion. You should prepare a handout for the Data Workshop presentation and use a visual aid (handout, Powerpoint, etc.) for your presentation of your Final Project.

**Attendance:**
Because much of the methodological framework introduced in the course will be presented in lecture and data workshop format (not through readings), regular attendance is very important in acquiring the skills necessary for a successful presentation or paper. Students may miss two class periods without it affecting their attendance grade.

**Weekly Assignments:**
Each week you are required to hand in either hand in a transcript OR a journal entry (see more below).

**Radio, television and internet data collection:**

¹ This meets oral requirement “A” for Public speaking small courses, according to university-wide guidelines.
² The two 20 minute presentations with Q&A and moderation meet oral requirement “B” in general university guidelines for Public speaking small classes.
³ The feedback from peers and instructor on both presentations meets oral requirement “C.”
Each student will be assigned a talk radio, vlog or television program to observe to for the duration of the quarter. On alternating weeks, you will be assigned to listen to/watch one hour of your program (it can be in chunks over several days, or from a single broadcast) and keep a journal. I will provide details on my expectations for this journal in class. Similarly, on alternating weeks you will record and transcribe a 3-5 minute segment of your program. Listening journals, transcriptions and sound files should be handed in via the course website on Blackboard (and hard copy) and are due before lab sections.

**Final Paper:** Details will be given in class, however an outline will be due several weeks before the deadline. Students are required to visit my office hours to discuss their final papers/data during the semester, before the outline is due (see schedule).

**Grade Distribution:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Oral participation in data workshops (including moderation)</td>
<td>10%</td>
</tr>
<tr>
<td>Research presentation</td>
<td>15%</td>
</tr>
<tr>
<td>Written Listening/viewing journals and media ethnography</td>
<td>10%</td>
</tr>
<tr>
<td>Transcription assignments</td>
<td>20%</td>
</tr>
<tr>
<td>Corpus</td>
<td>15%</td>
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<tr>
<td>Final Paper</td>
<td>20%</td>
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Grading is based on the following scale:

- 95-100% A
- 90-94% A-
- 86-89% B+
- 83-85% B
- 80-82% B-
- 76-79% C+
- 73-75% C
- 70-72 C-
- 66-69 D+
- 63-65 D
- 62 and below F

Grading is not done on a curve. Note that Anthropology and Linguistics students who wish to take this course for part of the requirements for their major must receive a C (2.0) in order for it to count. For more information please see: [http://www.uaf.edu/files/uaegov/Info-to-Publicize-C_Grading-Policy-UPDATED-May-2013.pdf](http://www.uaf.edu/files/uaegov/Info-to-Publicize-C_Grading-Policy-UPDATED-May-2013.pdf)

**4. University Policies and Resources:**

**Academic Integrity:**
Plagiarism is a form of cheating in which you use anyone else's ideas and/or words (both published or personally communicated) without proper citation of the source. Whether from a printed source, the Internet, a lecture or a friend or family member, you must cite the source properly, if you got the idea from someone else—and this is true even if you are not using the source's exact wording. Be aware of the University's policies on academic dishonesty.

When academic dishonesty is documented on any assignment or exam, you will receive a zero and the matter may be turned over to the Dean of Students for inquiry, with the recommendation of a failing grade in the course.

You should familiarize yourself with the Student Code of Conduct (http://www.uaf.edu/catalog/current/academics/regs3.html#Student_Conduct) and the University statement on Plagiarism (http://library.uaf.edu/ls101-plagiarism).

For information on how to properly cite sources see: http://library.uaf.edu/ls101-citing

**Support Services:**
Student Support Services are available at UAF: http://www.uaf.edu/sssp/

These services include: free tutorial services; academic advising, mentoring, and personal support; direct financial assistance to qualified low-income participants; use of laptop computers, labs, and other technology resources; and cultural and social engagement. The office is located at 512 Gruening building.

See also http://www.uaf.edu/catalog/catalog_10-11/services/serv01.html

**Writing Center:**
Students are required to visit the Writing Center (801 Gruening) at least once during the semester:

http://www.alaska.edu/english/studentresources/writing/

You can make an appointment (474-5314) to go over a paper with someone at any stage in the writing process, from rough outline to final draft. You can also print up to 25 pages at a time for free. This is an excellent service to take advantage of at any stage of your student career.

**Speaking Center:**
Students are required to visit the Speaking Center at least once during the semester and are strongly encouraged to seek assistance before presenting the final paper. The Speaking Center is located in Room 507 in the Gruening Building. Call 474-5470 for Speaking Center hours and to schedule an appointment. Walk-ins are welcome, but it is best to make an appointment.
Disability Services:
The University of Alaska is committed to providing equal access for students with disabilities. If you experience a disability and will need special accommodations, please contact me during my office hours. I will work with the Office of Disabilities Services (208 WHIT, 474-5655) to provide reasonable accommodation to students with disabilities.

5. Policies:

Communication: 
Do not expect instant turn-around on emails. I do not check my email frequently on weekends or at night. I would prefer face-to-face interaction and I am passionate about discussing data and readings with you during my office hours or another pre-arranged time—please take advantage of this.

Electronic devices: No cell phones in class. Students should bring laptops on transcription days (to be announced in class) and may bring laptops on workshop and presentation days.

Late assignments
Will be docked half a letter grade for each day late. I do not accept listening/viewing journals or transcription assignments that are more three days late. Handing an assignment in after class counts as late.

Acceptable assignment submission formats:
Do not email electronic copies of assignments to me. Please hand in hard copies of transcriptions and listening journals, in addition to electronic submission under “Discussions” on Blackboard.

I have very specific file naming properties, the importance of which will become evident when it is time to compose the class corpus. I will explain these in class and subtract 10% from your assignment grade for failing to follow formatting and file-naming instructions.

6. Course Materials (Tentative):

Books:
The following required texts are available on reserve at Rasmuson library and at the UAF campus bookstore:


The following books are recommended further reading for those who would like to learn more about conservativism in America and responses to its rise (on reserve, some chapters are assigned and will be on Blackboard):


**Articles and Book Chapters:**
All other readings will be available or, in the case of library resources, linked on Blackboard under “course documents.”

**Blackboard:**
You will hand in your transcripts, journal entries and recorded segments on Blackboard. The course site will also have links to streaming broadcasts, transcription conventions, transcription software, assignment guidelines and the course schedule.

**7. Topics, Deadlines and Schedule:**

Because the course is really a research team, much of your training will be sensitive to the sorts of issues that arise organically from our data. Thus, I may tailor latter aspects of the syllabus around particular issues that arise. Similarly, depending on how quickly or slowly we make our way through material, some readings may be moved to “recommended” status or lecture topics may be dropped altogether. Please check Blackboard announcements (and your email) for updated syllabi; I will also announce changes in class.

Unless otherwise noted, readings are required.

*Topics and readings subject to revision.*

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading Assignment or note</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Introduction &amp; class business</td>
<td></td>
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</table>
| Week 2  | Conservatism and American exceptionalism;  
no lab | Mickethwaite & Wooldridg
| Receive host assignment and journal guidelines | Ch 12-13  
| Guide to contemporary major political figures | David Foster Wallace  
| First homework assignment handed out: Host Profiles | Harper's article (for fun)  
| Overview of accessing and capturing data | American electoral system and government: selections from Shively (2011)  
| **Week 3** | The formation of contemporary conservatism | Edsall Ch 5, 6  
| Units of discourse transcription | Optional: Pierson & Skocpol, 2007)Ch 5  
| **Lab Session** | Practice transcription | Bring headphones and laptop with Transcriber installed.  
| Host profiles and listening/viewing journals due | Download sample soundfile from Blackboard  
| **Week 4** | Political discourse | Chilton Ch 1-2  
| **Lab session** | 2 minute transcription due | Bring memory stick with transcript and sound clip, post to Blackboard before class  
<p>| Talk radio genres | Douglas Holland |</p>
<table>
<thead>
<tr>
<th>Week 5</th>
<th>Political discourse</th>
<th>Chilton, ch 3-4</th>
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</table>
| Lab session | Listening/viewing journal due  
Discussion of student transcripts | |
| | Cont’d discussion of transcription conventions | TBA |
| Week 6 | Religious radio and broadcasting &  
Political engagement of the religious right | Diamond  
Hangen  
Optional: Apostolidis, Brown ch 11-13 |
| Lab Session | 3 minute transcription due | bring memory stick with transcript and sound clip, post to Blackboard before class |
| | Representation in political discourse | TBA |
| Week 7 | Call-in radio, debate and “hot talk” | Hutchby  
Ferenchik  
Optional: Capella et al (highly recommended for call in hosts) |
| Lab session | Listening/viewing journal due  
Data discussion | |
| | Presenting the “facts” and speaking with authority  
Linguistic resources in English for marking evidentiality and epistemic stance | Chafe,  
Optional  
Philips |
<p>| Week 8 | Repetition as a rhetorical strategy | Tannen 1987 |
| Lab session | 5 minute transcription assignment due | bring memory stick with transcript and sound clip, post to |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>9</td>
<td>Rhetorical strategies for implicit evaluative stance-taking</td>
<td>Wortham, Optional: Goffman, Matoesian</td>
<td></td>
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<td></td>
<td>Part 1: Changes in footing and participant roles as resources</td>
<td>Linde</td>
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<tr>
<td></td>
<td>contributing to authority and expert status</td>
<td>Optional: Goodwin</td>
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<tr>
<td>Lab Session</td>
<td>Listening/viewing journals due</td>
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<td>Part 2: Reported speech and double voicing</td>
<td>Tannen 1995, Optional: Voloshinov, Urban</td>
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<td>Part 3: Transposition, sarcasm and the burlesque</td>
<td>Shoaps, Optional: Clift 1999</td>
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<td>Lab Session</td>
<td>5 minute transcription assignment, data</td>
<td>bring memory stick with transcript and sound clip, post to Blackboard before class</td>
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<td>discussion</td>
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<td>“Style as substance:” non-referential messages and their conservative appeal</td>
<td>Silverstein</td>
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<td>The fit between form and content: Persuasion and the power of tropes</td>
<td>Lakoff 3-64, Optional: Agha</td>
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<td>Lab session</td>
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<td>Persuasion and the power of tropes, cont’d</td>
<td>Lakoff 65-107</td>
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<td>12</td>
<td>The fit between form and content: tropes, “concepts” and</td>
<td>Lakoff 143-196, Optional: Cohn, Lakoff 222-262</td>
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<td>hegemonic discourse</td>
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<td>Lab session</td>
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<td>Week</td>
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<td>11</td>
<td>Blackboard before class</td>
<td>Edsall Ch. 1</td>
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<td><strong>Week 13</strong></td>
<td>Anger points and polarization</td>
<td>Edsall Ch 2, 3</td>
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<td>Student presenter should bring soundclip on a memory stick and printed transcripts</td>
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<td>THANKSGIVING HOLIDAY</td>
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<tr>
<td><strong>Week 14</strong></td>
<td>Conservativism in the public sphere: Media personalities, political commentary and the danger to democracy?</td>
<td>Barker: Chs 1-4</td>
<td></td>
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</tbody>
</table>
|   | Hand in outline and proposal for final paper
You must have met with me before this date | Optional: Bennett Hall |
| **Lab session** | 6 minute transcription due
Student-led data discussion | Student presenter should bring soundclip on a memory stick and printed transcripts |
|   | Media personalities and danger to democracy, cont’d | Barker Ch 8 |
| **Week 15** | Dangerous persuasion? | Jacobs |
| **Lab session** | Listening/viewing journal
Student-led data discussion | Note: Student presenter should bring soundclip on a memory stick and printed transcripts |
|   | New forms of “political commentary,” and the health of public discourse and democracy | Lule
Hart
Hariman
Bennett (very short readings) |
| **Week 16** | Student research presentations | |
Partial and tentative bibliography of book chapters and articles (please note that required and recommended books are cited above):


Voloshinov, V.N. Selections from *Speech Genres and Other Late Essays.* University of Texas Press.

Political Media and Discourses of the American Right

ANTH/LING 635
3 credits

Prerequisites: Graduate standing or permission of the instructor.

Meeting times and location: TBA

Instructor: Dr. Robin Shoaps
Office Hours: TBA or by appointment in Bunnell 305B.
Phone: 474-6884
E-mail: rashoaps@alaska.edu

1. Catalog (Short) Description:
This class uses “hands-on” discourse analytic techniques of student-collected media data in order to examine whether or not there is a unified rhetorical style associated with the American Right; the nature of the relationship between a message, its form and persuasion; and how moral stances are taken in political contexts. Evaluation of the veracity, ethical or historical merits of conservative political stances is not part of the scope of the class.

2. Overview:
Talk radio, and increasingly, cable news programming, have provided a vibrant platform for conservative punditry and have played a major role in American political discourse. This course will provide students with a new perspective on the mediated political messages leading up to and in the wake of presidential and local and national midterm elections. In approaching political media from a discourse analytic point of view, the course will expose students to a broad analytic framework that is suitable for approaching all forms of political and public moral discourse. A major focus of the class will be on “hands-on” and workshop style analysis of media data and examination of the specific communicative practices found there. Students will be responsible for collecting and transcribing the media broadcasts that will comprise the material for class analysis and discussion. Larger questions to be considered in the class include whether or not there is a unified rhetorical style associated with the American Right; the nature of the relationship between a message, its form and persuasion; and how moral stances are taken in political contexts.

What this course WILL NOT prioritize:
This class is not a journalism or political science class. While we are concerned with identifying political stances, we will not evaluate pundits based on the factuality of their statements nor whether their stances are “right” or “wrong.” Your and the instructor’s political opinions are irrelevant to analysis. Papers and discussion should not address whether or not you agree with the host. By divorcing ourselves from factual analysis and our political opinions we will be able
to learn a new way of listening, one that gives us training to go beyond what a blogger or opinion columnist can write.

Course Goals:
Students will:
- Learn a new framework for “listening” to political media
- Conduct analysis of political media that steps outside of evaluating facts or whether you agree with political platforms
- Recognize and identify the specific rhetorical strategies used by a particular conservative pundit
- Contextualize political media with respect to American conservativism
- Collect data and become an “expert” on the language use of a particular conservative pundit

Student Learning Outcomes:
Upon completion of this course, students should be able to:
- Transcribe discourse data
- Be able to analyze political media with respect to semantic, prosodic and stylistic traits
- Recognize and analyze different units and levels of discourse structure.
- Demonstrate an ability to integrate existing literature into a research project

Instructional Methods:
Regular class time will be divided into 3 formats: In general two days a week will be devoted to lecture and we will discuss the weekly reading assignments and your listening journals. On “lab days” we will discuss data (often provided by a student). Every 2 weeks graduate students will meet with the instructor to discuss additional readings.

3. Course Requirements:

Oral Participation:
15% of the course grade is based on your oral participation in data workshops and labs. Oral participation is evaluated on your speaking skills and your abilities to integrate class readings into presentations.

Each student will have multiple opportunities to discuss their data in class:

1. Data Workshop Presentation: Each student will do a formal presentation of their data. The presentation segment should be chosen for rhetorical characteristics (i.e., not necessarily the first few minutes of a show) and should not include commercials, theme music, etc. Plan to prepare a 3-5 minute segment, to be presented in 20 minutes, with copies of transcripts for class to facilitate the question and answer period. Students are required to bring their data to discuss it with me first.
2. Project Presentation: At the end of the semester, each student will present his or her final paper research topic and findings. This presentation will last 20 minutes and provide an opportunity for peer and instructor questions and feedback.

Attendance:
Because much of the methodological framework introduced in the course will be presented in lecture and data workshop format (not through readings), regular attendance is very important in acquiring the skills necessary for a successful presentation or paper. Students may miss two class periods without it affecting their attendance grade.

Weekly Assignments:
Each week you are required to hand in either in a transcript OR a journal entry (see more below).

Radio, television and internet data collection:
Each student will be assigned a talk radio, vlog or television program to observe for the duration of the quarter. On alternating weeks, you will be assigned to listen to/watch one hour of your program (it can be in chunks over several days, or from a single broadcast) and keep a journal. I will provide details on my expectations for this journal in class. Similarly, on alternating weeks you will record and transcribe a 3-5 minute segment of your program. Listening journals, transcriptions and sound files should be handed in via the course website on Blackboard (and hard copy) and are due before lab sections.

Annotated Bibliographies:
For each special graduate student meeting (every other week), each student is required to prepare an annotated bibliography of 3, topically linked, readings that are not required for the class. You will take turns presenting them to the class and will post the papers and your bibliographies on Blackboard so that they can become part of the collective knowledge of the class. Your final paper must draw from these, as well as all assigned materials.

Final Paper: Details will be given in class, however an outline will be due several weeks before the deadline. Students are required to visit my office hours to discuss their final papers/data during the semester, before the outline is due (see schedule).

Grade Distribution:
Annotated Bibliographies 15%
Oral participation in data workshops 15%
Research presentation 15%
Written Listening/viewing journals and media ethnography 10%
Transcription assignments 15%
Corpus 10%
Final Paper 20%

Grading is based on the following scale:
95-100% A
90-94% A-
86-89% B+
83-85% B
80-82% B-
76-79% C+
73-75% C
70-72 C-
66-69 D+
63-65 D
62 and below F

Grading is not done on a curve.

4. University Policies and Resources:

Academic Integrity:
Plagiarism is a form of cheating in which you use anyone else's ideas and/or words (both published or personally communicated) without proper citation of the source. Whether from a printed source, the Internet, a lecture or a friend or family member, you must cite the source properly, if you got the idea from someone else—and this is true even if you are not using the source's exact wording. Be aware of the University's policies on academic dishonesty.

When academic dishonesty is documented on any assignment or exam, you will receive a zero and the matter may be turned over to the Dean of Students for inquiry, with the recommendation of a failing grade in the course.

You should familiarize yourself with the Student Code of Conduct (http://www.uaf.edu/catalog/current/academics/regs3.html#Student_Conduct)

and the University statement on Plagiarism (http://library.uaf.edu/lsioi-plagiarism).

For information on how to properly cite sources see: http://library.uaf.edu/lsioi-citing

Support Services:
Student Support Services are available at UAF: http://www.uaf.edu/sssp/

These services include: free tutorial services; academic advising, mentoring, and personal support; direct financial assistance to qualified low-income participants; use of laptop computers, labs, and other technology resources; and cultural and social engagement. The office is located at 512 Gruening building.
See also http://www.uaf.edu/catalog/catalog_10-11/services/serv01.html

Writing Center:
Graduate students are encouraged to visit the writing center (Gruening 802)
http://www.alaska.edu/english/studentresources/writing/

You can make an appointment (474-5314) to go over a paper with someone at any stage in the writing process, from rough outline to final draft. You can also print up to 25 pages at a time for free. This is an excellent service to take advantage of at any stage of your student career.

Speaking Center:
Graduate students strongly encouraged to seek assistance at the Speaking Center before presenting the final paper. The Speaking Center is located in Room 507 in the Gruening Building. Call 474-5470 for Speaking Center hours and to schedule an appointment. Walk-ins are welcome, but it is best to make an appointment.

Disability Services:
The University of Alaska is committed to providing equal access for students with disabilities. If you experience a disability and will need special accommodations, please contact me during my office hours. I will work with the Office of Disabilities Services (208 WHIT, 474-5655) to provide reasonable accommodation to students with disabilities.

5. Policies:

Communication:
Do not expect instant turn-around on emails. I do not check my email frequently on weekends or at night. I would prefer face-to-face interaction and I am passionate about discussing data and readings with you during my office hours or another pre-arranged time—please take advantage of this.

Electronic devices: No cell phones in class. Students should bring laptops on transcription days (to be announced in class) and may bring laptops on workshop and presentation days.

Late assignments
Will be docked half a letter grade for each day late. I do not accept listening/viewing journals or transcription assignments that are more three days late. Handing an assignment in after class counts as late.

Acceptable assignment submission formats:
Do not email electronic copies of assignments to me. Please hand in hard copies of transcriptions and listening journals, in addition to electronic submission under “Discussions” on Blackboard.
I have very specific file naming properties, the importance of which will become evident when it is time to compose the class corpus. I will explain these in class and subtract 10% from your assignment grade for failing to follow formatting and file-naming instructions.

6. Course Materials (Tentative):

Books:
The following required texts are available on reserve at Rasmuson library and at the UAF campus bookstore:


Articles and Book Chapters:
All other readings will be available or, in the case of library resources, linked on Blackboard under “course documents.”

Blackboard:
You will hand in your transcripts, journal entries and recorded segments on Blackboard. The course site will also have links to streaming broadcasts, transcription conventions, transcription software, assignment guidelines and the course schedule.

7. Topics, Deadlines and Schedule:

Because the course is really a research team, much of your training will be sensitive to the sorts of issues that arise organically from our data. Thus, I may tailor latter aspects of the syllabus
around particular issues that arise. Similarly, depending on how quickly or slowly we make our way through material, some readings may be moved to "recommended" status or lecture topics may be dropped altogether. Please check Blackboard announcements (and your email) for updated syllabi; I will also announce changes in class.

Unless otherwise noted, readings are required.

*Topics and readings subject to revision.*

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading Assignment or note</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Introduction &amp; class business</td>
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<tr>
<td>Week 2 (no lab)</td>
<td>Conservatism and American exceptionalism;</td>
<td>Mickelthwaite &amp; Wooldridge Ch 12-13</td>
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<td></td>
<td>Receive host assignment and journal guidelines</td>
<td>David Foster Wallace Harper's article (for fun)</td>
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<td>Guide to contemporary major political figures</td>
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<td>First homework assignment handed out: Host Profiles</td>
<td>American electoral system and government: selections from Shively (2011)</td>
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<td>Overview of accessing and capturing data</td>
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<td>Week 3</td>
<td>The formation of contemporary conservatism</td>
<td>Edsall Ch 5, 6</td>
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<td>Units of discourse transcription</td>
<td>Pierson &amp; Skocpol, 2007)Ch 5</td>
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<tr>
<td>Lab Session</td>
<td>Practice transcription Host profiles and listening/viewing journals due</td>
<td>Bring headphones and laptop with Transcriber installed. Download sample soundfile from Blackboard</td>
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<td>Formation of conservatism (cont'd) Transcription</td>
<td>M &amp; W: Ch 1, 5, 6, 7</td>
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<td>Week 4</td>
<td>Talk Radio: history, policy, partisanship</td>
<td>Hartley Hillard and Keith</td>
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<td>Lab session</td>
<td>2 minute transcription due</td>
<td>bring memory stick with transcript and sound clip, post to Blackboard before class</td>
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<td>Talk radio genres</td>
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<td>Douglas Holland</td>
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<td>Week 5</td>
<td>Political engagement of the religious right</td>
<td>Brown Chs 7-9</td>
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<td>Lab session</td>
<td>Listening/viewing journal due</td>
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<td></td>
<td>Discussion of student transcripts</td>
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<td>Political engagement of the religious right</td>
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<td>Brown 11, 13</td>
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<td>Cont'd discussion of transcription conventions</td>
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<td>Week 6</td>
<td>Religious radio and broadcasting</td>
<td>Diamond Hangen Apostolidis</td>
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<tr>
<td>Lab Session</td>
<td>3 minute transcription due</td>
<td>bring memory stick with transcript and sound clip, post to Blackboard before class</td>
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<td>Representation in political discourse</td>
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<td>Chilton</td>
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<td>Week 7</td>
<td>Call-in radio, debate and “hot talk”</td>
<td>Hutchby Ferenchik Capella et al</td>
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<td>Lab session</td>
<td>Listening/viewing journal due</td>
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<td>Data discussion</td>
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<td>8</td>
<td>Evidentiality and epistemic stance cont’d</td>
<td>TBA</td>
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<td>5 minute transcription assignment due</td>
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<td>Evaluation, assessments and explicit stance-taking</td>
<td>Linde Goodwin</td>
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<td>9</td>
<td>Rhetorical strategies for implicit evaluative stance-taking</td>
<td>Goffman, Wortham Urban</td>
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<td>Part 1: Changes in footing and participant roles as resources contributing to authority and expert status</td>
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Conservative mobilization: putting rhetoric to work? Edsall Ch. 1

**Week 13**

Anger points and polarization Edsall Ch 2, 3

**Lab Session** Listening/viewing journals due, Student-led data discussion

Student presenter should bring soundclip on a memory stick and printed transcripts

THANKSGIVING HOLIDAY

**Week 14**

Conservativism in the public sphere: Media personalities, political commentary and the danger to democracy? Barker: Chs 1-4 Bennett Hall

Hand in outline and proposal for final paper
You must have met with me before this date

**Lab session** 6 minute transcription due Student-led data discussion

Student presenter should bring soundclip on a memory stick and printed transcripts

Media personalities and danger to democracy, cont’d Barker Ch 6-8

**Week 15**

Dangerous persuasion? Jacobs Lippman

**Lab session** Listening/viewing journal Student-led data discussion

Note: Student presenter should bring soundclip on a memory stick and printed transcripts

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<th>New forms of “political commentary,” and the health of public discourse and democracy</th>
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