

POLS 490
Presidential Campaigns
Wayne Anderson
Fall, 2004

Class 1 – Introduction

Introduction

Class Described:

An examination of presidential campaigns in the U.S, in historical context, emphasizing changes in the electorate, campaign financing, the impact of technology and critical questions facing campaigns. Critical questions will relate to the nomination process, the role of the press, political strategies, implications for governing and proposals for campaign reform.

Process:

Discussion (quality emphasized), reports on readings and papers, review of new information sources, and debates.

Paper:

Paper outline due September 29, discussion with instructor by October 27, final paper due December 1.

Evaluation:

Based on quality of discussion, reports in class, two exams and a paper

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