

CMUN 300: Persuasive Campaigns (Immigration Reform)

Instructor: Randall Iden

E-mail: riden@luc.edu

Randall.iden@comcast.net

Class: Mundelein Center Room 607

Tuesday 4:15 to 6:45

Meeting Hours: By Appointment (I will generally be available after class but I will be happy to schedule meetings at other times as well)

Course Description:

Almost no issue in American social and political discourse has the rhetorical range of the discussion regarding immigration reform. Dozens of advocacy groups all along the political spectrum have framed the issue in terms of economics, national security, race, language and the very essence of the American experience. In studying this issue, students will develop familiarity with an important contemporary issue while encountering various means of creating popular support. The course will examine the components of the controversy and the methods of persuasion used on all sides of the debate.

Learning Goals and Outcomes

Students will learn:

The definition(s) and characteristics of persuasion from both a rhetorical and social scientific perspective.

A background in the ongoing debate regarding immigration and border security in the United States

The fundamentals of a persuasive campaign applied to the issue of immigration.

Theories of persuasion designed to shape, reinforce and change receiver responses.

The ethics of social influence in the public sphere.

How to design and execute a campaign on behalf of a particular advocacy group.

The importance of controversy in democratic societies.

Required Texts:

Hampshire, James. *The Politics of Immigration: Contradictions of the Liberal State* (Polity Press) 2013. (Required for Graduate Students Only)

Haugen, David [ed.]. *Immigration (Opposing Viewpoints)*. (Greenhaven Press) 2009.

Newton, Lisa. *Illegal, Alien or Immigrant: The Politics of Immigration Reform*. (NYU Press) 2008.

Ono, Kent and John Sloop. *Shifting Border: Rhetoric, Immigration and California's Prop. 187*. (Temple University Press) 2002.

Schwab, William. *Right to Dream: Immigration Reform and America's Future*. (The University of Arkansas Press) 2013.

Tests and Papers

First Advocate Report Due 1/28	(45 points)
Issue Framing Paper Due 2/11	(45 points)
Second Advocate Report Due 2/25	(45 points)
Third Advocate Report Due 3/18	(45 points)
Annotated Bibliography Due 4/1* (Graduate Students Only)	
Presentation of Final Project	(35 points)
Final Project	(120 points)
Final Exam	(70 points)
Class Attendance and Participation	(45 points)

All written work should be submitted in class on the day that it is due **in hard copy**.

Grading:

A 418-450	C+ 346-359
A- 405-417	C 324-345
B+ 392-404	C- 310-323
B 373-391	D 266-309
B- 360-372	F 265 and below

Attendance Policy

Class attendance and participation are an important (and graded) component of the class. You should let me know prior to class if you are going to be absent. It is particularly important to miss as few classes as possible when we are meeting only once each week. Absences will result in points deducted from your final grade based on the following schedule:

- 1 5 points
- 2-3 10 points per class
- 4-5 15 points per class (maximum of 50 points)

In addition students will not be allowed to make up any missed quizzes which may result in further loss of points. Accommodations to this policy will be made only for absences granted with my prior permission and for no more than two absences during the semester for any reason.

Students with Disabilities

If you have a documented disability and wish to discuss academic accommodations, please contact me and also contact Services for Students with Disabilities (Sullivan Center Suite 260) as soon as possible to arrange appropriate accommodations.

Academic Integrity

A basic mission of a university is to search for and to communicate the truth. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty includes, but is not limited to: cheating, helping another student to cheat, plagiarism, turning in the same paper for two different courses (including those in two different semesters), purchasing papers written by others, manipulating attendance records, and falsifying medical or other documents to petition for excused absences or extensions of deadlines.

For an extensive but not exhaustive list of activities that constitute academic dishonesty, see the University’s Academic Integrity Policy:

http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml

Please note that any form of academic dishonesty whatsoever will result, at a minimum, in an F for the assignment in question; this is University policy. It may result in an F for the course or, in extreme cases, expulsion. A permanent record is kept by the Academic Dean of all instances of academic dishonesty.

Tentative Course Schedule (subject to change upon notice by the instructor)

Class Date	Topic	Assignment	Work Due or Scheduled
1/14	Introduction to Course,		Immigrant Story Definitions of Persuasion
1/21	Persuasive Campaigns History of Immigration Legislation	Read Ono and Sloop pp. 1-112; Pfau and Parrott Chapter 1	

		(Sakai)	
1/28	Vernacular Discourse	Read Ono and Sloop pp. 113-184; Pfau and Parrott Chapter 3 (Sakai)	First Advocate Report Due (Pro Immigration)
2/4	Battle lines part I	Read Haugen tba; Pfau and Parrott Chapters 4 and 5 (Sakai)	
2/11	Battle lines part II	Read Haugen tba	Issue Framing Paper Due
2/18	The Dream Act	Read Schwab 1-129	
2/25	Ethical Advocacy	Pfau and Parrott Chapters 6 and 7 (Sakai)	Second Advocate Report Due (Anti-Immigration)
3/4	Spring Break: No Class		
3/11	Politics	Read Newton pp. 1-66; Pfau and Parrott Chapters 8 and 9 (Sakai)	
3/18	Politics	Read Newton pp. 67-181; Pfau and Parrott Chapters 10 and 11 (Sakai)	Third Advocate Report Due (final project group)
3/25		Read Hampshire	
4/1		Read Hampshire	Final Project Annotated Bibliography Due
4/8		Read Hampshire	
4/15			Student Presentations
4/22			Student Presentations; Final Project (Campaign Memo) Due
4/29	Final Exam		