

# COMS 163: PROPAGANDA, POWER, & MANIPULATION

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## In Workflow

1. COMS Committee Chair (andrew.stoner@csus.edu)
2. COMS Chair (smithg@csus.edu)
3. ALS College Committee Chair (rfisher@csus.edu)
4. ALS Dean (mwilson@csus.edu)
5. Academic Services (torsetj@csus.edu;%20212408496@csus.edu;%20cnewsome@skymail.csus.edu)
6. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
7. Dean of Undergraduate (james.german@csus.edu;%20celena.showers@csus.edu)
8. Dean of Graduate (cnewsome@skymail.csus.edu)
9. Catalog Editor (212408496@csus.edu;%20torsetj@csus.edu;%20cnewsome@skymail.csus.edu)
10. Registrar's Office (wwd22@csus.edu)
11. PeopleSoft (PeopleSoft@csus.edu)

## Approval Path

1. Sat, 16 Nov 2019 19:31:28 GMT  
Andrew Stoner (andrew.stoner): Approved for COMS Committee Chair
2. Mon, 25 Nov 2019 19:35:04 GMT  
Gerri Smith (smithg): Approved for COMS Chair
3. Fri, 06 Dec 2019 21:52:53 GMT  
Robin Fisher (rfisher): Rollback to Initiator
4. Fri, 06 Dec 2019 23:09:14 GMT  
Andrew Stoner (andrew.stoner): Approved for COMS Committee Chair
5. Fri, 06 Dec 2019 23:30:18 GMT  
Gerri Smith (smithg): Approved for COMS Chair
6. Sat, 07 Dec 2019 02:33:05 GMT  
Robin Fisher (rfisher): Approved for ALS College Committee Chair
7. Sat, 07 Dec 2019 08:32:03 GMT  
Melinda Wilson Ramey (mwilson): Approved for ALS Dean

Date Submitted: Fri, 06 Dec 2019 22:48:17 GMT

## Viewing: COMS 163 : Propaganda, Power, & Manipulation

Last edit: Fri, 06 Dec 2019 22:48:15 GMT

Changes proposed by: Jacqueline Irwin (102087620)

### Contact(s):

Name (First Last)	Email	Phone 999-999-9999
Jacqueline Irwin	irwin@csus.edu	916-278-6638

### Catalog Title:

Propaganda, Power, & Manipulation

### Class Schedule Title:

Propaganda, Power+Manipulation

### Academic Group: (College)

ALS - Arts & Letters

### Academic Organization: (Department)

Communication Studies

### Will this course be offered through the College of Continuing Education (CCE)?

No

### Catalog Year Effective:

Fall 2021 (2021/2022 Catalog)

### Subject Area: (prefix)

COMS - Communication Studies

**Catalog Number: (course number)**

163

**Course ID: (For administrative use only.)**

168745

**Units:**

3

**In what term(s) will this course typically be offered?**

Fall, Spring

**Does this course require a room for its final exam?**

Yes, final exam requires a room

**Does this course replace an existing experimental course?**

No

**This course complies with the credit hour policy:**

Yes

**Justification for course proposal:**

This is a new course. The turn in our political landscape has taken our society in a direction that requires a deeper understanding of how the human communication paradigm works to manipulate the other via power, propaganda, and hate. This is an elective for majors and minors; not a required course.

**Course Description: (Not to exceed 80 words and language should conform to catalog copy.)**

This course will map major moments in the development of power and propaganda as a communication apparatus, identify the discursive and media presentations of ideologies, and engage in struggles for control and resistance. Twentieth century propaganda sought to advance nationalism, advertise consumer society, and enact war. The 21st century "clash of civilizations" couples media and events into circulation of acts of terror. With post-modern social media, novel interactions among communication apparatus, norms, and global entities generate new threats and opportunities.

**Are one or more field trips required with this course?**

No

**Fee Course?**

No

**Is this course designated as Service Learning?**

No

**Does this course require safety training?**

No

**Does this course require personal protective equipment (PPE)?**

No

**Does this course have prerequisites?**

Yes

**Prerequisite:**

COMS 100A

**Prerequisites Enforced at Registration?**

Yes

**Does this course have corequisites?**

No

**Graded:**

Letter

**Approval required for enrollment?**

No Approval Required

**Course Component(s) and Classification(s):**

Lecture

**Lecture Classification**

CS#02 - Lecture/Discussion (K-factor=1 WTU per unit)

**Lecture Units**

3

**Is this a paired course?**

No

**Is this course crosslisted?**

No

**Can this course be repeated for credit?**

No

**Can the course be taken for credit more than once during the same term?**

No

**Description of the Expected Learning Outcomes: Describe outcomes using the following format: "Students will be able to: 1), 2), etc."**

When students have completed the course, the student will be able to demonstrate competence in:

- 1- Independent thinking--when appraising the historical uses of media in the service of state or market propaganda.
- 2- The historical analysis of the evolving mechanisms, techniques, and uses of ideology to feed propaganda machinery is designed to enable students to come to informed, independent, grounded judgments about structures of persuasion and control aimed at groups, situations, markets and national interests.
- 3- An appreciation for the mechanisms of propaganda in democratic and authoritarian, national and international spheres disagreement and contestation.
- 4- Reflective thinking, widen knowledge of media uses, and develop critical research tools that explicate and assess media controversies.

**Attach a list of the required/recommended course readings and activities:**

COMS 163 Power and Manipulation syllabus.pdf

**Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above.**

Midterm 100 (ELO 4)

Final 100 (ELO 4)

In-class presentation 100 (ELO 3 &amp;4)

Infographic/Paper 100 (ELO 1 &amp; 2)

Article Summaries 100 (ELO 1 &amp; 2)

Total points: 500

**Is this course required in a degree program (major, minor, graduate degree, certificate?)**

No

**Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?**

No

**Will there be any departments affected by this proposed course?**

No

**I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.**

I/we agree

## University Learning Goals

### Undergraduate Learning Goals:

Competence in the disciplines  
Knowledge of human cultures and the physical and natural world  
Integrative learning  
Personal and social responsibility  
Intellectual and practical skills

**Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

## GE Course and GE Goal(s)

**Is this a General Education (GE) course or is it being considered for GE?**

No

### Reviewer Comments:

**Christopher Castañeda (cjc) (Fri, 06 Dec 2019 07:21:24 GMT):** Thank you for submitting this course proposal. The A&L Curriculum Committee reviewed the proposal on Dec. 4 and requests the following modifications so that the proposal can move forward: 1) please indicate in the justification section that this is a new course proposal - even though it is using a reactivated course number, it is technically a new course; 2) indicate if this is an elective or required course for the major; 3) in the course description consider spelling out "20th" - stylistic suggestion only; 4) in the course description "couple" should be plural; 5) ELO section - each of these should be rewritten to follow the format: "Students will be able to ..." ie., "1. analyze the evolving mechanisms...."; 6) each Assessment Strategy should be associated with one or more ELOs, ie., "Midterm (ELO 3 and 5); 7) attach the appropriate syllabus for this course - the currently attached syllabus is for an experimental course with a different title; and 8) if COMS 163 is based on the experimental course, please indicate this on the Form A.

**Robin Fisher (rfisher) (Fri, 06 Dec 2019 21:52:53 GMT):** Rollback: Dear Jacqui, please see suggested revisions from Prof. Castañeda on behalf of the AL Curriculum Committee. Let us know if you have any questions. Thank you, Robin Fisher

Key: 5718