

3106 COMMUNICATION & POWER

Where? 127 Coates Hall

When? 9:30-10:30 MWF

Department of Communication Studies Spring Semester 2015
Instructor: Dr. Andrew King

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King's Office Hours: Monday 8:30-9:30, Wed. 1-2, Fri 8:30-9:30—all others by appointment.

THIS COURSE IS ABOUT HOW PEOPLE GAIN POWER OVER OTHERS, HOW THEY USE IT, AND OFTEN LOSE IT!!! IT IS ALSO ABOUT HOW WE CAN RESIST THE POWER OF OTHERS.

It is also about networks of power and the power of organizations groups, tribes, associations, constituencies. It is also about the covert or hidden power that undergirds social myths and societal beliefs and how these have been used to manipulate us.

FLASH! Much of that power is exercised through verbal and symbolic communication. The strategic use of communication to gain the cooperation of others, to resist the power of big institutions or to bring bullies to their knees will be featured. This course will also explain why leadership is a difficult matter and why good leadership is rather rare

TEXTBOOKS—REQUIRED MAYBE—DEPENDS ON WHAT ACTUALLY COMES IN!!!

HEDGES, CHRIS, *WAR IS A FORCE THAT GIVES LIFE MEANING* (ANCHOR BOOKS)

BROWNING, CHRISTOPHER, *ORDINARY MEN: RESERVE POLICE BATTALION 101*
HARPER PERENNIAL BOOKS

GASS AND SEITER, *PERSUASION* (HARPER COLLINS)

A FEW OTHER BOOKS THAT MIGHT BE INTERESTING TO YOU:

- (1) Robert Jay Lifton: *Destroying the World to Save It*
- (2) Warren Bennis: *Leaders: Strategies for Taking Charge!*
- (3) King, Andy, Power and Communication (Waveland Press)

First Assignment: Bring in a definition of power next class period.

Mode of Procedure: The class will consist of lectures and discussions.

Attendance: Attendance will be not be taken after the first three class periods. Students should attend all classes. Various reasons are illness, serious family emergency, special curricular judging or field trips, military obligations, serious weather creations, religious holidays, varsity athletic competitions, or university musical events.

Tests: There will be a midterm quiz and a final

Papers: There will be two papers. The first will be a very short paper exploring a term related to power. It will contain two action packed pages. There will be a longer paper exploring a question you might have about the relationship between power and communication. This second paper will be due on the last day of class.

Grading Procedure:

Short Paper	= 10%
Midterm	= 20%
Final Exam	= 30%
Final Paper	= 40%

Total	= 100%
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Americans with Disabilities Act and the Rehabilitation Act of 1973; If you have a disability that may have some impact on your work in this class and for which you may require accommodations, please see a Coordinator in the Office of Disability Affairs so that such accommodations may be arranged. After you receive your accommodation letters, please meet with me to discuss the provisions of those accommodations during the first two weeks of class.

The Buckley Amendment says: I am responsible for maintaining the privacy of a student's grades for any project, test, paper or quiz which is part of a course. This means grades cannot be visible on papers, tests or projects when they are returned. They cannot be publicly posted in an identifiable manner or released over by phone to anyone other than the student.

First Assignment: Bring in a brief definition of power. I want a piece of paper with your name on it and a short (no more than two sentences) definition of power.

LECTURE # ONE WEDNESDAY JANUARY 14

The two components of power

The Power Formula

Mobilization and a Unifying Doctrine

Why Power is unstable

Two kinds of mobilization

Elites and the Scarce Resource

Marcus Aurelius: Self Discipline, Visualization and the Exercise of Power.

How we are socialized to power

Power and Legitimacy

Why Power is not evenly distributed.

How Elites hang on to Power (Some strategies)

French and Raven on Power

LECTURE # 2 JANUARY 16 FRIDAY

History of Power theories

1. Conflict theories of the Ancient World

Empedocles, Thrasymachus and the Grunt & Groan Theory of History

Plato's Dialectic: Enlightenment through struggle

2. Cooperative Power theory

Aristotle's Community theory of Power

Cicero and Network Power

Emperor Augustus and the Power of Collective symbols

Quintilianus and the Indoctrination of a Ruling Class

Marcus Aurelius: Power as Self Discipline

The Stoics and the Power of Habit

Augustine and The Power of Religion

Report on Power Definitions

Quotes about Power:

"Whoever wants power, gets trouble." -----Nietzsche

"All power corrupts. Absolute power corrupts absolutely." -----Lord Acton

"True power comes from within the spirit."---- Mother Theresa

"Power is the greatest aphrodisiac" ---- Henry Kissinger

"I chust tout' dat being ze Governor of California would bring power. Das ist a crock! I was surrounded by girly-men"---Arnold Schwarzenegger

"The color of power is dark gray" --- Tim Gunn

"I once thought money and power were the same thing" --- Tim Geithner

"I don't want power. Brad Pitt and I just want people to do whatever we tell them to do and do it fast and hard." -Angelina Jolie

"Politics is about how we divide up the power in a nation"---Martha Exner

"History is written by the powerful, about the powerful, for the powerful." ----Alfred North Whitehead

"There is power in my magic ring, but an even greater power is the threat of the magic ring." --- The Green Lantern, second-rate Super Hero.

"Beautiful people have power simply because they are beautiful. I find it terribly unfair," ---- Madame de Stael

"Power stirs up counter power. Power is a target."---- Benito Mussolini

“Power should be used often and to its full extent.”----Hitler

“The powers of the Secretary of State were more limited than I imagined. I found out that I was the President’s errand girl,” ----- Hillary Clinton.

“I am beginning to think the real holder of power is the Head of the Federal Reserve and not the President.”----Alan Blinder, Liberal Economist.

“Thanks to the social changes of the 1960’s most university classes in the Humanities and Social Sciences aren’t about their ostensible subjects but about race, class and gender. And race, class, and gender are ultimately concerned with power.”

“Almost everybody except Saints and Monarchs desire more and more and more power. They would pull the Sun from the sky and trample upon the Earth if they could manage it.” Thomas Hobbes, *The Leviathan*

A Final Quote from the master manipulator of our times-----

“The best power is concealed power. Keep your agenda invisible from your associates. If they see your agenda they will form a counter-agenda.”----- Steve Jobs

When you finish this course I want you to be able to make Power audits of particular situations. This is very ambitious and I have never tried it before, but this is my last shot across the bow!!!