

COM 394—Fall 2007—Corman

Communication, Terrorism, & National Security

Syllabus

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Stauffer Hall 325b
Hours: TBA

Description

This course is a broad survey of Strategic Communication and its relationship to terrorism challenges facing the United States and the West in general in the current so-called “Long War” (formerly, the “Global War on Terrorism”). To begin we will look at language and definitions, how strategic communication functions are traditionally conceptualized, and the scope and extent of the terrorism problem. We will then focus on the contemporary problems of Islamist terrorism, including its extent, tactics, and strategies and Western strategies that aim to combat it. We conclude with a look at new frontiers in the terrorism struggle, including new media and communication approaches.

Orientation

This course will involve a large amount of reading, including assigned articles and keeping up with current terrorism-related news. Keeping up with reading is essential to success in the class.

Graded Assignments

Quizzes – 100 pts.

There will be periodic quizzes covering assigned readings and major news developments. The exact number and points for the quizzes is not fixed, so your final score will be based on your percentage of possible quiz points.

Exams – 300 pts.

There will be three mixed-item exams each covering one-third of the course material. Two will be given during the semester and the third during the final exam period. The final exam is *not cumulative*.

Blog Post – 100 pts.

Students will write a post for the COMOPS blog 750-1200 words in length addressing some current subject in strategic communication (for examples see <http://www.comops.org/journal>). Posts selected by the COMOPS editorial board will be published in the blog and receive extra points. See the assignment for details.

Group Project – 100 pts.

Students will work in small groups to design and report to the class a proposed strategic communication operation.

Pass/Fail Assignments

Propaganda Analysis – 25 pts.

Students will select and analyze an example of propaganda related to terrorism in a paper of 500-750 words in length.

Islamist Website Review – 25 pts.

Students will select and summarize the content and imagery on an Islamist website and describe this in a paper of 500-750 words in length.

Grading

There are 50 pass/fail points and 600 graded points. The grading scale reflects a baseline of 50 pass/fail points plus a percentage of the 600 graded points corresponding to the standard plus/minus percentages for the school.

Grade	% graded	point range
A+	100 - 99	650 - 644
A	98.9 - 92	643 - 602
A-	91.9 - 90	601 - 590
B+	89.9 - 88	589 - 578
B	87.9 - 82	577 - 542
B-	81.9 - 80	541 - 530
C+	79.9 - 78	529 - 518
C	77.9 - 70	517 - 470
D	69.9 - 60	469 - 410
E	59.9 - 50	409 - 350

Course Policies

Academic Integrity

The College of Liberal Arts and Sciences and The Hugh Downs School of Human Communication value academic integrity; thus cheating and plagiarism are not tolerated.

- *Cheating* on a quiz or test means getting an answer from anywhere other than your own head--for example from, notes, an electronic device, or another student or that student's test.
- *Plagiarism* means using the written or spoken words of another person without crediting them as the source, either in a paper or on an exam. To help prevent plagiarism, written assignments will be submitted through *Safe Assignment* and checked for similarity to known sources.

If you are charged with academic dishonesty and found to be in violation, disciplinary action will be taken and your name will be kept on file. Disciplinary action may result in suspension expulsion from the College, receiving an XE on your transcript, and/or referral to Student Judicial Affairs. For further information, please read the Student Academic Integrity policy and the code of conduct for The Hugh Downs School of Human Communication at:
<http://clas.asu.edu/facultystaff/resources/dishonestyprocedures.htm>

Grade Appeals

Appeals on any grades must be submitted in hard copy (no e-mails) within two calendar weeks of receipt of the grade in question. Appeals must explain what grade should have been awarded and reasons why that grade should have been awarded.

Incompletes

Incompletes are given only when a student who is doing otherwise satisfactory work is unable to complete a course because of serious illness or other incapacitating conditions beyond the student's control. Incompletes may not be requested "after the fact," in other words you must request an incomplete *before discontinuing work on the class*.

Electronic Devices

Use of electronic devices—including cell phones, PDAs, media players, etc.—is not allowed in class during lectures, discussions, quizzes, or tests. Laptop computers may be used in class for note-taking if their wireless connectivity is disabled. Students found to be using wireless connectivity in class will be prohibited from using a laptop in class for any purpose.

Absences

Students who are absent from class are expected to get notes from another student. Students may not make up quizzes unless their absence is approved in advance and is for university-sanctioned reasons or documented illness.

Due Dates

Written assignments are to be submitted using Blackboard by 11:59 p.m. on the date given in the course calendar. Late assignments will have 5% of the points deducted from their graded score for every 24 hour period or portion thereof that they are late.

Presentation of Assignments

In order to receive full credit for assignments, it is necessary for you to properly prepare materials to be turned in on the assigned date. All assignments must be typed and follow an appropriate style guide (i.e. APA, MLA, Turabian, Chicago) for citation of sources and manuscript preparation. Papers should have 1"

margins, a cover page with your name and student ID number, and be in 12 point New Times Roman font. A separate bibliography or reference page must be included with your papers that identifies materials you cite.

Calendar

M 8/20 Welcome and Overview

W 8/22 Definitions & Labeling: Terrorism

- Tuman Chapters 1 & 2
- Streussand (2006)

M 8/27 History of Terrorism

- CDI (2003)
- DNI (2006)
- Wikipedia terrorist incidents

W 8/29 The Problem & Threat of Terrorism

- Turk (2004)
- Coolsaet & Van de Voorde (2005)
- Radu (2007)

M 9/3 **LABOR DAY HOLIDAY**

W 9/5 Suicide Bombing I

- Wide Angle: Suicide Bombing
- NY Review of Books (2003)

M 9/10 Visitor: John Rendon

- Rolling Stone (2005)

W 9/12 Suicide Bombing II

- Time (2007)
- Mansdorf (2003)

M 9/17 Definitions & Labeling: Strategic Communication I

- Bates (2002)
- Krawchuck (2006)

W 9/19 Definitions & Labeling: Strategic Communication II

- Maclette (2006)

M 9/24 Strategic Communication: Public Diplomacy

- Hughes (2005).
- CFR (2006)
- Hughes (2006).

W 9/26 **Test #1**

M 10/1 Strategic Communication: Information Operations

- Joint Forces Quarterly (2005)
- BBC (2006)

W 10/3 Strategic Communication: Media

- Wikipedia: USIA
- Roberts (2005)
- Rugh (2004)
- Rake Magazine (2003)

M 10/8 Strategic Communication: Propaganda

- War Dept. (1944).
- Sourcewatch propaganda page
- Propagandacritic.com page

W 10/10 Audience analysis

- Corman, Hess, & Justis (2006).
- Pew Research Center (2007).
- Hooper (2007)

M 10/15 Islam & Islamism

- Neo-libertarian.com Muslim Sects
- Woodward (2007).
- Belt (2006)

W 10/17 Salafi Islamist Ideology

- Al-Qaeda training manual (intro)
- Al-Maqdisi
- Bin Laden (2002).
- **Propaganda assignment due.**

M 10/22 Islamist Argumentation

- Corman (2006)
- Corman & Schieffelbein (2006)

W 10/24 **Test #2**

M 10/29 Western Argumentation

- Tuman Chapters 3-5

W 10/31 Western Communication Strategy

- State Dept (2007)
- Fulford (2006)
- Politcal Warfare.org (2007)

M 11/5 Terrorism and Old Media

- Tuman Chapter 6
- Wittbols (1991)

W 11/7 Terrorism & New Media

- Forbes (2007)
- Conway (2006).
- Islamic Imagery Project

M 11/12 **VETERANS DAY HOLIDAY**

W 11/14 No class

M 11/19 Presentations (groups originally scheduled for 11/14)

W 11/21 Fighting Networks with Networks

- Arquilla & Ronfeldt (2001).
- Washington Post (2001)

M 11/26 Presentations (groups originally scheduled for 11/19)

W 11/28 New concepts I: Complexity

- Corman, et al (2007)
- Corman & Dooley (2007)
- **Islamist Website Review Due**

M 12/3 New concepts II: Strategic ambiguity

- Goodall, et al (2006)

M 12/10 at 12:20 **Test #3**