

PS100DA 2016 Final Exam

Answer Part A and Part B. Your answers may be no more than three double-spaced pages – 850 words – each. Be sure your name is on each page, that each answer is stapled separately, and that you specify which question you are answering in each Part. The answers are due March 17 from 11:30-2:30 PM, at the office of Derek Bonett, SSB 320. You may not leave them under the door, email them or ask anyone else to turn them in.

You must attach a signed copy of the statement at the bottom of this exam and submit a copy of each answer to Turnitin.com. For PS100DA the class ID is 12033531 and the password is campaigns. Be sure to include your **current, working email** on your paper so we can contact you if your statement was not attached or your papers were not uploaded.

The directions and guide for writing the papers are included with the exam and are also on the course website pscourses.ucsd.edu/ps100da.

Until Saturday at 1 PM you may send *one sentence summaries* of your answers for each question to Prof. Popkin or Derek Bonett for feedback; and you may resend them until you are ready to write. Be sure to put PS100DA in the subject line and include the entire question for which you are writing the summary (spopkin@ucsd.edu and dbonett@ucsd.edu). We will give feedback to help you clarify and strengthen your answers.

Professor Popkin will hold office hours Thursday from 1:30 – 4:30 PM. Derek Bonett will hold office hours Monday and Tuesday from 1:00-3:00 PM and Monday in SSB 320

In both Part A and part B, your grade will depend upon how well you use the readings in this course to explain and defend why your strategy will work. Your answers should be based upon your application of the concepts and facts in the readings without any editorial comment.

Other than details included in the exam, use only information about the candidates contained in readings for this course

You must sign and attach the following statement to your paper:

I certify that this paper is entirely my own work. I have not looked at, or discussed, any other papers for this course, and I have not asked for or received any help from any other persons except the TAs, or the professor.

Final Exam

Susan Sheehan's profiles of Bonita and Kenny Merten and Penny Proctor and Nathan Tomberlind describe two families of the kind that vote sporadically and have weak ties to either political party. The Tomberlinds have cable and internet, and the Mertens do not. The Mertens are active in an evangelical church while the Tomberlinds do not belong to a church.

Senator Ted Cruz won the Republican nomination for President and Secretary Hillary Clinton won the Democratic nomination.

Part A

You are an advisor to Secretary Clinton. She is in a dead heat with Senator Cruz.

The Mertens are very worried that immigrants will take their jobs, and that social security will go bankrupt. Drug use is rising.

They heard Senator Cruz at their church, where he spoke of his religious opposition to abortion and vowed absolute opposition to any amnesty for undocumented immigrants. They know nothing else about him but are inclined to support him because of those positions. All they know about Secretary Clinton is that she is in favor of a path to legal status for undocumented immigrants who have paid taxes and committed no crimes, and supports a woman's right to decide about abortion.

Secretary Clinton must gain support from both Bonita and Kenny to win in Iowa. She has time and money for one ad and one personal appearance. Specify the appearance and the ad that will result in a **credible** message that **reaches** them and **persuades** them to vote for her. Do not provide jingles, sound bites or slogans. Tell your candidate where to advertise and where to appear, what issue or facts to include and why this is the best way to persuade the Mertens to reconsider and support Secretary Clinton.

Part B

The Tomberlinds (Penny Proctor and Nathan Tomberlind) are undecided about whom to vote for. They did not follow the primaries and are just beginning to pay attention now that the election is in a few weeks.

You are an advisor to Senator Cruz. Your candidate needs the votes of either Penny or Nathan to win their state. Schedule one personal appearance anywhere that makes sense with regard to Nathan and Penny. In addition, place two ads in any media on any topic. Specify whether the target is Penny or Nathan, and where he should appear and place his ads, and what personal or policy information they should contain about him.

Guidelines for Essays

Professor Samuel Popkin

Read these guidelines before preparing your papers.

Make an outline, and do not begin to write your paper until you have your outline formulated. A general outline should include:

I. Introduction

Thesis - What is your argument? What is the strongest case you can assemble to support your argument? Be concise, clear, and explicit.

Make sure your paper has one main point from which all else follows. Do not begin to write your paper until you can state your argument in a single declarative sentence. Start your paper with that sentence.

Your argument should be introduced in your introduction, not in your conclusion. If your conclusion sounds more substantive and succinct than your introduction, you should revise your introduction.

Plan of Development - Following your thesis, tell the reader how you will support your argument. This plan of development is essential; without it, readers may miss some of your points. The plan should be placed at the end of your introduction and should be clear and straightforward. Having chosen your points, just introduce them briefly.

II. Body

The Heart of the Paper - The topic sentences of these paragraphs should introduce the point, and the remaining sentences should support it with evidence from the readings. Document your points; it is inadequate to state your opinion. Do not cite the lectures unless necessary; your evidence should come from the reading. This portion of your paper will be much easier to write -- and much easier to read -- if you follow an outline.

Every topic sentence should have direct support and relate to your one sentence thesis statement.

III. Conclusion

Wrap it up. Summarize your argument and the support you provided. If you want to include your opinion about any ideas broached in your work, the conclusion is the appropriate place to do so.

Other Helpful Hints:

Remember you are writing a formal essay that requires precise language. Don't be cute.

To cite an author, use the last name of the author followed by a comma and the page number. The period goes outside the parenthesis. Examples: (Iyengar and Kinder, 35). (Sheehan 1966, 32).

Do not cite lectures; cite the article from which the points come. Only cite a lecture for arguments not in the readings.

Never hide behind the authors. Do not use constructions like "Popkin says that. . .;" Instead use authors to bolster your arguments.

Never use a sentence that begins "In her book, Iyengar and Kinder says . . ."

Never use it's.

Either use its or it is. Example: Its policies were unpopular. It is unusual . . .

Never use "thus" unless you are drawing a conclusion.

Never use "seems" unless you follow it with a clarifying statement. Example: Members of primitive society seem to be generous, **but** . . .

Proofread your work. There should be no misspelling and few grammatical errors in your papers. You should not hand in your paper until you have proofread your final draft. If you want people to take your ideas seriously, present them clearly.

Reading your paper aloud is the easiest way to detect poor sentences. Read the first sentence of every paragraph aloud and see if they follow smoothly. Read the first and last sentence of each paragraph aloud and see if the two sentences are clearly connected; if not, reorganize and rewrite the paragraph.