

University of Western Ontario: Department of Political Science

POLITICAL SCIENCE 4209G/9767B

Political Strategy and Communication

Winter 2025

See course website for class time/location

Course Director

Dr. Adam Harmes

Office: 7219 Social Science Centre (Political Science Dept., 7th Floor)

Email: aharmes@uwo.ca

Twitter: @adamharmes

Office Hours: Mondays 10:30-11:15 am or by appointment

Course Description

This course provides an advanced introduction to some of the practical skills involved in political campaigns including lobbying/advocacy campaigns by businesses and NGOs and election campaigns. It focuses on developing specific skills related to strategy, tactics, and communications using case studies and practically oriented assignments.

Course Learning Outcomes

By the end of the course, students will be able to: identify and apply key concepts related to political marketing; acquire and apply knowledge of political marketing research methods; and acquire and apply knowledge in various practically oriented media and communications skills.

Course Structure

The course consists of 12 sessions of approximately 2 hours each. Weekly classes are structured as two-hour interactive lectures as well as some class and group discussions and practical exercises.

PPT Notes

To assist with note taking, PPT notes sheets will be posted by afternoon on the day before the class in the PPT Notes Sheets folder.

Required Readings

All course readings are posted on the course BrightSpace OWL site on the Home page in the 'Readings' folder and then under the specific weekly topic.

Graduate students will also complete a book analysis assignment on one of the following five books which should be obtained through Western libraries, Amazon, Indigo, etc. as soon as possible:

Alex Marland. 2016. *Brand Command: Canadian Politics and Democracy in the Age of Message Control*. UBC Press.

Susan Delacourt. 2016. *Shopping for Votes: How politicians choose us and we choose them*. D&M Publishers, 2016.

Matt Price. 2017. *Engagement Organizing: The Old Art and New Science of Winning Campaigns*. UBC Press

Marland, Alex, and Thierry Giasson, eds. *Inside the Campaign: Managing Elections in Canada*. UBC Press, 2020.

Darren Tromblay. 2018. *Political Influence Operations: How Foreign Actors Seek to Shape U.S. Policy Making*. Rowman & Littlefield.

Evaluation

Undergraduate Students

Weekly Homework	20%	Due each Sunday night before class
Strategy Handbook	30%	Due Friday 14 February
Campaign Plan Essay	40%	Due Friday 14 March
Attendance/Participation	10%	

Graduate Students

Weekly Homework	10%	Due each Sunday night before class
Strategy Handbook	30%	Due Friday 14 February
Book Analysis	10%	Due Friday 28 February
Campaign Plan Essay	40%	Due Friday 14 March
Attendance/Participation	10%	

Weekly Homework

For every class, students must complete the weekly homework assignment based on the readings. Most weeks they will be 1 page, typed, single-spaced in length in sentence format with your name typed at the top. Each week's homework is listed in the weekly course schedule below. The main purpose of the homework is to demonstrate that you have read and engaged with or applied key points from the weekly readings.

Weekly homework is due on the course website by 11:59 p.m. on the day before the class. After that, each late submission will drop the overall grade by 2/100. All homework must be submitted as a PDF file. The weekly homework must be saved and then submitted as a single document, including the final week's homework, to turnitin.com through the course website by 11:59 p.m. on the day before the last class. Students will receive comments on their first weekly homework only to ensure they understand what is expected. Homework will be graded as a whole at the end of the term based on:

- the amount of detail included from the readings
- relevant quotations (not just short phrases) and page citations from the readings using the in-text, bracketed format with the author surname and page number: e.g. (Smith, 345) - no bibliography or endnotes are required

- showing good understanding of and/or application of the concepts
- some of your own analysis such as comparisons to other readings, concepts, types of campaigns as relevant
- don't overthink the homework: just answer the homework questions and show that you've done and engaged with the readings

Strategy Handbook

Each student will create one Strategy Handbook with 12 typed double-spaced pages of text plus a title page and endnotes as per the Citation Guide. The purpose of the handbook is for you to create a mini-textbook or instructional guide based on the material covered in the lectures and readings up to and including the week on Social Media Advocacy, Influence Operations, and International Lobbying.

Given the limited space, you must decide what is most important to include and how you want to organize the structure of the handbook. You need to cover the key strategy and communication techniques and how they apply across the different campaigns. You need to use details, extra concepts, examples, and quotations from the readings to flesh out the concepts from the lectures. No extra research is required but I expect the Handbook to be well organized to cover and synthesize as much detail as possible. The aim of the exercise is for you to demonstrate that you understand the concepts and how they apply across different types of campaigns and have engaged with the lectures and readings sufficiently to decide what is most important. Handbooks will be graded based on:

- the overall amount of detail from the lectures and particularly the readings
- the overall organization and your choices about what to include or not
- understanding of the concepts and how they apply across different types of campaigns
- use of relevant quotations (not just short phrases) and page citations from the readings using the in-text, bracketed format with the author surname and page number: e.g. (Smith, 345)
- citing lectures by a short version of their title
- professional presentation, writing, and proofreading

Late Handbooks will be penalized at a rate of 3% per day including weekends/holidays to a maximum of 10%. Extensions will only be given for documented illnesses, emergencies, etc. and will not be given for workload.

Book Analysis (Grad Students Only)

Each graduate student will complete a 6 typed double-spaced page analytical book review of one of the assigned books. The review should focus on summarizing key points from the book including using specific (and properly cited) quotations from the book. Here, you need to cover a good breadth of the book to show you have read it. The review should also discuss the relationship between the book and points discussed in class as well as make specific (and properly cited) references to the course readings where applicable. The review should also comment on how points in the book could be applied to other types of campaigns and the broader ethical and political implications of some of the techniques or points mentioned.

Late reviews will be penalized at a rate of 3% per day including weekends/holidays to a maximum of 10%. Extensions will only be given for documented illnesses, emergencies, etc. and will not be given for workload.

Campaign Plan Essay

Campaign Plan Essays must be 14-15 typed double-spaced pages of text plus a title page, endnotes, and bibliography as per the Citation Guide. Students have the option to write the Campaign Plan with a partner (undergrad with undergrad, grad with grad) at double the length with both partners receiving one overall grade. The purpose of the assignment is to demonstrate your understanding of the techniques covered in this course and your ability to apply them in a creative way to a specific campaign. Essays must be submitted on the course website (through turnitin) by 11:59 pm on the due date. Late essays will be penalized at a rate of 3% per day - including weekends, holidays, and reading week - to a maximum of 10%. Unless otherwise arranged, late essays not handed in by 11:59 pm on the day of the last class will receive a grade of zero.

Attendance/Participation

Each student can miss one class without supporting documentation. After that, supporting documentation must be provided to the course instructor or you will receive a penalty on your attendance grade. For any classes missed, you must still submit the required homework when you submit all your homework at the end of the course. Perfect attendance will result in a grade of 80 percent or the average of your other grades (whatever is highest). Students with above average participation will also receive a bonus mark.

Extension Policies

- ***The Campaign Plan is designated as ‘not eligible’ for a Request for Accommodation Without Supporting Documentation.***
- For undergrads, all requests for medical or compassionate extensions must go through the academic advising central portal only and must be no later than 48 hours following the due date. You can contact the course instructor about missed classes. The course instructor will NOT grant any extensions.
- For grad students, all requests for medical or compassionate extensions must be emailed to the course instructor and must be no later than 48 hours following the due date. Supporting documentation will be required. No extensions will be given for workload as this applies to all students.
- Students who have the ‘flexibility with assignment deadlines’ accommodation from Accessible Education do NOT need to email me. You must contact academic advising to have an extension approved and it will be for a maximum of 3 days. Longer extensions will not be granted.

WEEKLY COURSE SCHEDULE

Jan. 6 Introduction and the Components of an Election Campaign

The first part of the class will be used to introduce the general subject matter of the course and to outline the course structure, readings, and requirements. The remainder will be a lecture on the different components of the ‘air war’ and ‘ground war’ in election campaigns. The PPT Notes sheet is posted on the course website in the PPT Notes folder. There is one reading for this week but you do NOT need to submit any weekly homework.

Jan. 13 Election Campaign Strategy

This class examines key concepts related to election campaign strategy including: strategy vs tactics, campaign goals, the segmentation and targeting of voters, minimum winning coalitions, and how segmentation influences resource allocation related to the different components of the air and ground wars.

Homework

- Submit a one page, typed, single-spaced summary/analysis on what the different readings say about how parties target specific groups of voters and how this helps them target their resources in terms of the different components of the air and ground wars. Be sure to include relevant quotes and page citations from the readings.

Jan. 20 Canadian Elections and Leadership Races

This class examines recent Canadian elections and party leadership races as well as the concept of positioning.

Homework

- Submit a one page, typed, single-spaced summary/analysis on what you think are the most important lessons that emerge from the three leadership races covered in the readings. Be sure to include relevant quotes and page citations from the readings.

Jan. 27 Message Development

This class examines key techniques related to message development including: target audience research; customizing policies, leaders, and messages; creating and building narratives; and the use of framing/branding language to brand opponents and issues.

Homework

- Submit a one page, typed, single-spaced summary/analysis on what the different readings say about how and why parties use poll and focus group research to customize policies and messages to target audiences. Also, what role has framing language played in the abortion debate and can you think of any recent examples of how politicians use framing language to describe issues, their opponents, etc.?

Feb. 3 Lobbying and Advocacy Campaigns

This class examines key concepts related to strategy, the air war, and the ground war in the context of a major lobbying campaign by the oil and pipeline industries.

Homework

Drawing on the readings, submit a 1 page, typed, single-spaced summary/analysis that identifies examples of air war and ground war techniques in the oil sands and/or pipelines cases.

Feb. 10 Social Media Advocacy, Influence Operations, and International Lobbying

This week examines the techniques employed by social media advocacy groups and foreign intelligence influence operators as well as the international lobbying efforts of governments.

Homework

- Drawing on the readings, submit a 1 page, typed, single-spaced summary/analysis that answers the following questions:
 - Which techniques used by social media advocacy groups such as Canada Proud, as well as Canadian and US political parties, do you think are most effective and why?
 - How have Russian influence operators used similar techniques against the West?

- How do governments such as Canada and Saudi Arabia engage in campaign-style lobbying in the US?

Feb. 14 FRIDAY – STRATEGY HANDBOOKS DUE ON OWL BY 11:59 PM

Feb. 17 Reading Week - No Class

Feb. 24 Long-Term Campaigns

This class examines the long-term public opinion campaigns by social movements and political parties. This includes: the use of stigmatization and normalization by advocacy groups as well as targeted outreach by political parties to new voter groups.

Homework

- Drawing on the readings, submit a 1 page, typed, single-spaced summary/analysis that identifies the key techniques related to stigmatization and normalization with examples.

Feb. 28 FRIDAY – GRAD STUDENT BOOK ANALYSES DUE ON OWL BY 11:59 PM

Mar. 3 Student and Riding-Level Campaigns

This class will take the form of group and class discussion of campaign strategy in the context of student elections and the riding-level campaigns of individual politicians. There are no PPT Notes this week.

Homework

- Drawing on the readings, submit a 1 page, typed, single-spaced summary/analysis that identifies some of the insights related to local campaigns and canvassing and what aspects of them, if any, can be adapted to student council election campaigns.

Mar. 10 Message Distribution

This class examines different message formats such as talking point memos, op-eds, press releases, etc. as well as different types of media events.

Homework

- Submit a one page, typed, single-spaced summary/analysis on what the different readings say about key types of media materials such as media/press releases, media kits, op-eds, and social media copy. Also, which two of Luntz's 10 rules do you think are most important and why?

Mar. 14 FRIDAY – CAMPAIGN PLAN ESSAY DUE ON OWL BY 11:59 PM

Mar. 17 Direct Lobbying Tactics

This class examines techniques related to the direct lobbying of decision-makers and influencers through private meetings as well as tactics related to townhalls and public consultation meetings. It also examines how interest groups have also sought to influence elections.

Homework

- Drawing on the readings, submit a 1 page, typed, single-spaced summary/analysis that identifies examples of how different lobby groups/third parties have sought to influence elections.

Mar. 24 Media Interview Techniques and Issues/Crisis Management

This class examines key concepts and techniques related to issues management and crisis communications including media interview techniques.

Homework

- Drawing on the readings, submit a 1 page, typed, single-spaced summary/analysis that outlines some of the characteristics and examples of war rooms discussed in the readings. Second, based on the Crisis PR reading, how do you think political parties can prepare for potential crises?

Mar. 31 Media Interviews Exercise

This class applies key concepts related to media interview techniques through an interview practical exercise. There are no PPT Notes this week.

Homework

- ***Reminder: Submit all homework from the course, including this week, as a single document.***
- Drawing on your lecture notes from last week and the Interview Exercise Instructions, submit a 1-2 page, typed, single-spaced summary/analysis that helps you prepare for the interview exercise. Check the instructions for which group you are in to find out if you are taking the company or protestors' side. Your summary/analysis should include: a brief outline of the basic situation; a holding statement for your side; your side's goal for the interview, target audience, overall narrative; some key messages/soundbites for your side; and a few tough questions you may be asked by the journalist. Also include a few tough questions you could feed to a journalist to ask the other side.

APPENDIX TO UNDERGRADUATE COURSE OUTLINES

DEPARTMENT OF POLITICAL SCIENCE

Prerequisite checking - the student's responsibility

"Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites."

Essay course requirements

With the exception of 1000-level courses, most courses in the Department of Political Science are essay courses. Total written assignments (excluding examinations) will be at least 3,000 words in Politics 1020E, at least 5,000 words in a full course numbered 2000 or above, and at least 2,500 words in a half course numbered 2000 or above.

Use of Personal Response Systems ("Clickers")

"Personal Response Systems ("clickers") may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else's clicker in class constitutes a scholastic offence,
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence."

Security and Confidentiality of Student Work (refer to current *Western Academic Calendar* <http://www.westerncalendar.uwo.ca/>)

"Submitting or Returning Student Assignments, Tests and Exams - All student assignments, tests and exams will be handled in a secure and confidential manner. Particularly in this respect, leaving student work unattended in public areas for pickup is not permitted."

Duplication of work

Undergraduate students who submit similar assignments on closely related topics in two different courses must obtain the consent of both instructors prior to the submission of the assignment. If prior approval is not obtained, each instructor reserves the right not to accept the assignment.

Grade adjustments

In order to ensure that comparable standards are applied in political science courses, the Department may require instructors to adjust final marks to conform to Departmental guidelines.

Academic Offences

"Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Submission of Course Requirements

ESSAYS, ASSIGNMENTS, TAKE-HOME EXAMS MUST BE SUBMITTED ACCORDING TO PROCEDURES SPECIFIED BY YOUR INSTRUCTOR (I.E., IN CLASS, DURING OFFICE HOURS, TA'S OFFICE HOURS) OR UNDER THE INSTRUCTOR'S OFFICE DOOR.

THE MAIN OFFICE DOES NOT DATE-STAMP OR ACCEPT ANY OF THE ABOVE.

Attendance Regulations for Examinations

EXAMINATIONS/ATTENDANCE (Sen. Min. Feb.4/49, May 23/58, S.94, S.3538, S.3632, S.04-097) A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations: 1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year. 2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Absences from Final Examinations

If you miss the Final Exam, please contact the Academic Counselling office of your Faculty of Registration as soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a "Multiple Exam Situation" (e.g., more than 2 exams in 23-hour period, more than 3 exams in a 47-hour period).

Note: Missed work can only be excused through one of the mechanisms above. Being asked not to attend an in-person course requirement due to potential COVID-19 symptoms is **not** sufficient on its own. Students should check the Western website to see what directives for Covid are to be followed. Western has been and will continue to follow directives established by the Middlesex-London Health Unit. That directive will state whether students should or should not come to campus/class and any other requirements (e.g., masks are mandatory). Please check on your own and do not email the instructor, the Department Undergraduate Advisor/Coordinator or the Faculty of Social Science Academic Counselling Office.

Accommodation and Accessibility

Religious Accommodation

When a course requirement conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request accommodation for their absence in writing at least two weeks prior to the holiday to the course instructor and/or the

Academic Counselling office of their Faculty of Registration. Please consult University's list of recognized religious holidays (updated annually) at

<https://multiculturalcalendar.com/ecal/index.php?s=c-univwo>.

Accommodation Policies

Students with disabilities are encouraged to contact Accessible Education, which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The policy on Academic Accommodation for Students with Disabilities can be found at:

[https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic Accommodation_disabilities.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Accommodation_disabilities.pdf).

Academic Policies

The website for Registrarial Services is <http://www.registrar.uwo.ca>.

In accordance with policy,

https://www.uwo.ca/univsec/pdf/policies_procedures/section1/mapp113.pdf,

the centrally administered e-mail account provided to students will be considered the individual's official university e-mail address. It is the responsibility of the account holder to ensure that e-mail received from the University at their official university address is attended to in a timely manner.

During exams/tests/quizzes, no electronic devices (e.g. a phone, laptop, iPad) are allowed and must be powered down and stored out of reach.

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Computer-marked multiple-choice tests and exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

If a course uses remote proctoring, please be advised that you are consenting to the use of this software and acknowledge that you will be required to provide **personal information** (including

some biometric data) and the session will be **recorded**. Completion of a course with remote proctoring will require you to have a reliable internet connection and a device that meets the technical requirements for this service. More information about this remote proctoring service, including technical requirements, is available on Western's Remote Proctoring website at:

<https://remoteproctoring.uwo.ca>.

Support Services

Please visit the Social Science Academic Counselling webpage for information on adding/dropping courses, academic considerations for absences, appeals, exam conflicts, and many other academic related matters: [Academic Counselling - Western University \(uwo.ca\)](https://www.uwo.ca/academic_counselling/)

Students who are in emotional/mental distress should refer to Mental Health@Western (<https://uwo.ca/health/>) for a complete list of options about how to obtain help.

Western is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at

https://www.uwo.ca/health/student_support/survivor_support/get-help.html.

To connect with a case manager or set up an appointment, please contact support@uwo.ca.

Please contact the course instructor if you require lecture or printed material in an alternate format or if any other arrangements can make this course more accessible to you. You may also wish to contact Accessible Education at

http://academicsupport.uwo.ca/accessible_education/index.html

if you have any questions regarding accommodations.

Learning-skills counsellors at the Learning Development and Success Centre (<https://learning.uwo.ca>) are ready to help you improve your learning skills. They offer presentations on strategies for improving time management, multiple-choice exam preparation/writing, textbook reading, and more. Individual support is offered throughout the Fall/Winter terms in the drop-in Learning Help Centre, and year-round through individual counselling.

Western University is committed to a thriving campus as we deliver our courses in the mixed model of both virtual and face-to-face formats. We encourage you to check out the Digital Student Experience website to manage your academics and well-being: <https://www.uwo.ca/se/digital/>.

Additional student-run support services are offered by the USC, <https://westernusc.ca/services/>.

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence." (see Scholastic Offence Policy in the Western Academic Calendar).

Plagiarism Checking: "All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>)."

Multiple-choice tests/exams: "Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating."

Note: Information excerpted and quoted above are Senate regulations from the Handbook of Scholarship and Academic Policy. https://www.uwo.ca/univsec/academic_policies/index.html

PLAGIARISM*

In writing scholarly papers, you must keep firmly in mind the need to avoid plagiarism. Plagiarism is the unacknowledged borrowing of another writer's words or ideas. Different forms of writing require different types of acknowledgement. The following rules pertain to the acknowledgements necessary in academic papers.

A. In using another writer's words, you must both place the words in quotation marks and acknowledge that the words are those of another writer.

You are plagiarizing if you use a sequence of words, a sentence or a paragraph taken from other writers without acknowledging them to be theirs. Acknowledgement is indicated either by (1) mentioning the author and work from which the words are borrowed in the text of your paper; or by (2) placing a footnote number at the end of the quotation in your text, and including a correspondingly numbered footnote at the bottom of the page (or in a separate reference section at the end of your essay). This footnote should indicate author, title of the work, place and date of publication, and page number.

Method (2) given above is usually preferable for academic essays because it provides the reader with more information about your sources and leaves your text uncluttered with parenthetical and tangential references. In either case words taken from another author must be enclosed in quotation marks or set off from your text by single spacing and indentation in such a way that they cannot be mistaken for your own words. Note that you cannot avoid indicating quotation simply by changing a word or phrase in a sentence or paragraph which is not your own.

B. In adopting other writers' ideas, you must acknowledge that they are theirs.

You are plagiarizing if you adopt, summarize, or paraphrase other writers' trains of argument, ideas or sequences of ideas without acknowledging their authorship according to the method of acknowledgement given in 'A' above. Since the words are your own, they need not be enclosed in quotation marks. Be certain, however, that the words you use are entirely your own; where you must use words or phrases from your source, these should be enclosed in quotation marks, as in 'A' above.

Clearly, it is possible for you to formulate arguments or ideas independently of another writer who has expounded the same ideas, and whom you have not read. Where you got your ideas is the important consideration here. Do not be afraid to present an argument or idea without acknowledgement to another writer, if you have arrived at it entirely independently. Acknowledge it if you have derived it from a source outside your own thinking on the subject.

In short, use of acknowledgements and, when necessary, quotation marks is necessary to distinguish clearly between what is yours and what is not. Since the rules have been explained to you, if you fail to make this distinction your instructor very likely will do so for you, and they will be forced to regard your omission as intentional literary theft. Plagiarism is a serious offence which may result in a student's receiving an 'F' in a course or, in extreme cases in their suspension from the University.

*Reprinted by permission of the Department of History

Adopted by the council of the Faculty of Social Science, October, 1970; approved by the Dept. of History August 13, 1991