PUBP 500-001: Theory and Practice in Public Policy

Instructor: Professor Justin Gest
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Class times: Wednesdays, 4:30pm-7:10pm
Office Hours: By appointment

Course Description:

This course prepares students to think, analyze and communicate about public policy—action taken by governments intended to achieve particular social outcomes. It introduces key concepts in the field across a variety of disciplines including political science, sociology, economics, psychology and law to ascertain the best strategies for the design and execution of governance within and across borders. It reviews principal texts by some of the greatest minds in the social sciences. And it applies concepts and arguments to contemporary challenges facing American and international society. All the while, this course helps students develop the practical skills of critical thinking and strategic communication necessary to succeed in the world of public policy.

Each week, we engage a new manner of thinking about public policy and governance. With the establishment of each new lens, we apply it to the examination of policy questions and action. We then engage one another to articulate and exchange our ideas about ongoing debates. Each week thus repeats the same pattern of thought, application and articulation in a manner that accumulates increasing layers of sophistication as students deepen their knowledge.

By the end of the course, students will have a better understanding of how to consider policy design and action in a variety of ways. Students will be able to prepare a rigorous, systematic analysis of policy questions in a clear, succinct and organized manner. And students will be more effective and fluent communicators—in writing, presentation, and formal documentation. In short, they will be better prepared to excel in the Masters in Public Policy degree program and, more generally, in an increasingly demanding political and policy environment.

Prerequisites:

There are no pre-requisites for this course. Students are expected to have varying levels of familiarity with certain concepts in political science and policy analysis. In any case, the course provides references to all literature that would bring students up to speed with ease.
Assessment Requirements:

Class participation and activities (20%)

One individual half-memo due on March 7\textsuperscript{th} (20%)

One collaborative half-memo due on March 28\textsuperscript{th} (20%)

One collaborative, full-length memo due on May 2\textsuperscript{nd} (40%)

\textit{Half-memos should be submitted electronically before the commencement of class on the due dates. Students are also asked to bring a hard copy to class.}

Late assignments:

All assignments will be docked three percentage points for each day they are submitted late. Group analyses will be docked six points for each day they are submitted late.

Writing Emphasis:

This course places an emphasis on student’s articulation of their ideas for a professional policy audience. For students who want a quick refresher on expository writing “rules” and some useful tips, please see Robert Strunk, Jr., and E.B.White’s \textit{Elements of Style}, 4\textsuperscript{th} Edition (Longman: 1999). For students who have had less practice writing and who want or need more extensive guidance on producing effective prose, please see Sarah E. Skwire and David Skwire’s, \textit{Writing with a Thesis}, 11\textsuperscript{th} Edition (Cengage: 2010). A recent primer on writing public policy analyses is Catherine Smith’s \textit{Writing Public Policy: A Practical Guide to Communicating in the Policy Process}. All are available in the SPGIA Library.

Reading Materials:

This course makes use of open access journalistic content, small-fee case studies and a variety of key books—which students may borrow from the library or purchase in hard copy or electronic form. These books include:

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Gest, Justin. 2018. *Key Words: Communicating Policy Ideas in Multiple Media*. Unpublished electronic manuscript.


Lessig, Lawrence. 2014. *The USA is Lesterland*, TED.


**Grading and Expectations:**

All papers will be marked for the strength and structure of their analysis, not the analysis’ recommendation. Students’ work will be evaluated on its rigor, the depth of its evidence, its organization and clarity, and the contextualization of its ideas amongst the others being studied. Students should take care to ensure that they avoid spelling and grammar errors. In the case of the final memo, students will be evaluated similarly. However, a significant portion of evidence should emerge from primary and independently collected sources.

As this course is a seminar, we will together discuss, analyze and debate key topics. This requires that all course participants come to class fully prepared, having done the assigned readings, completed the required written assignments, and having considered the issues and materials. It also requires that seminar participants contribute their thoughts and ideas to the collective conversation, engaging openly, thoughtfully, and respectfully.

This course is depends heavily on content delivered and discussed during weekly meetings. Consequently, attendance is mandatory. Seminar participants are expected to notify the instructor in advance when their other responsibilities will prevent class attendance. Student grades will be lowered for unexcused and uninformed absences.
If your schedule or professional obligations require you to miss more than two classes, you should consider enrolling in another elective or taking this course in a different semester.

**Office Hours:**

Students are encouraged to arrange office hours anytime by appointment. Email queries are also very welcome.

**Feedback:**

This course is meant to be intellectually stimulating, idea-based, open-minded, and real world relevant. It is very useful to receive student feedback about the progress of the course. There are three primary avenues for giving feedback, and students are encouraged to make use of them all: (1) An anonymous mid-term survey; (2) Book an appointment for office hours; 3) Students may stay shortly after class to discuss their ideas. Your input is valuable.

**University Honor Code:**

Per the University’s honor code, cheating, plagiarism, and lying will not be tolerated. These are defined in the University Catalog as follows:

A. Cheating encompasses the following:
   1. The willful giving or receiving of an unauthorized, unfair, dishonest, or unscrupulous advantage in academic work over other students.
   2. The above may be accomplished by any means whatsoever, including but not limited to the following: fraud; duress; deception; theft; trick; talking; signs; gestures; copying from another student; and the unauthorized use of study aids, memoranda, books, data, or other information.
   3. Attempted cheating.

B. Plagiarism encompasses the following:
   1. Presenting as one's own the words, the work, or the opinions of someone else without proper acknowledgment.
   2. Borrowing the sequence of ideas, the arrangement of material, or the pattern of thought of someone else without proper acknowledgment.

C. Lying encompasses the following:
   1. The willful and knowledgeable telling of an untruth, as well as any form of deceit, attempted deceit, or fraud in an oral or written statement relating to academic work. This includes but is not limited to the following:
2. Lying to administration and faculty members.
3. Falsifying any university document by mutilation, addition, or deletion...

SPGIA Policy on Plagiarism:

The following is SPGIA policy regarding plagiarism (www.gmu.edu/facstaff/handbook):

“The profession of scholarship and the intellectual life of a university as well as the field of public policy inquiry depend fundamentally on a foundation of trust. Thus any act of plagiarism strikes at the heart of the meaning of the university and the purpose of the SPGIA. It constitutes a serious breach of professional ethics and it is unacceptable.

“Plagiarism is the use of another’s words or ideas presented as one’s own. It includes, among other things, the use of specific words, ideas, or frameworks that are the product of another’s work. Honesty and thoroughness in citing sources is essential to professional accountability and personal responsibility. Appropriate citation is necessary so that arguments, evidence, and claims can be critically examined.

“Plagiarism is wrong because of the injustice it does to the person whose ideas are stolen. But it is also wrong because it constitutes lying to one’s professional colleagues. From a prudential perspective, it is shortsighted and self-defeating, and it can ruin a professional career.

“The faculty of the SPGIA takes plagiarism seriously and has adopted a zero tolerance policy. Any plagiarized assignment will receive an automatic grade of “F.” This may lead to failure for the course, resulting in dismissal from the University. This dismissal will be noted on the student’s transcript. For foreign students who are on a university-sponsored visa (e.g., F-1, J-1, J-2), dismissal also results in the revocation of their visa.

“To help enforce the SPGIA policy on plagiarism, all written work submitted in partial fulfillment of course or degree requirements must be available in electronic form so that it can be compared with electronic databases, as well as submitted to commercial services to which the School subscribes. Faculty may at any time submit student’s work without prior permission from the student. Individual instructors may require that written work be submitted in electronic as well as printed form. The SPGIA policy on plagiarism is supplementary to the George Mason University Honor Codes; it is not intended to replace it or substitute for it.”

Academic Accommodation for a Disability:

The following is SPGIA policy regarding accommodation for a disability:

“If you are a student with a disability and you need academic accommodations, please see me and contact the Office of Disability Services (ODS) at 703-993-2474. All academic accommodations must be arranged through the ODS.”
Use of Electronic Devices in Class:

Seminar participants are expected to focus their attention entirely on seminar discussion during class meetings. They are expected to refrain from carrying on other professional or personal activities while the class is meeting. Seminar members engaged in other professional or personal activities during class time will be asked to leave the classroom until they are finished with such activities and to return only when they are prepared to participate in the seminar.

Use of mobile phones in class is not permitted, unless otherwise specified. Seminar members who, for professional or other reasons, need to carry a mobile phone with them must turn these devices off or set them to “vibrate.” The use of computers or other electronic devices while class is in session is permitted but limited to seminar-related purposes.

Seminar members with disabilities that necessitate the use of other electronic devices should inform the instructor and contact the Office of Disability Services (ODS). All accommodations must be arranged through ODS.

Weekly Theme and Class Materials:

Lectures will not recapitulate course reading materials. They will apply, debate and discuss the implications of related concepts, arguments and evidence. Therefore, students should ensure that they read all assigned materials in their entirety before the beginning of each class.

1) January 24: Introduction

No reading assigned.

2) January 31: Think Analytically


KW: Chapter 1: “A Multilingual Toolkit”
3) February 7: Think Problematically

Text: Stone, Policy Paradox, p. 37-267
KW: Chapter 2: “The Executive Summary”

4) February 14: Think Philosophically


5) February 28: Think Relatively

KW: Chapter 4: “The Op-Ed and Blog”

6) March 7: Think Contextually

KW: Chapter 5: “The Briefing”

7) March 21: Think Psychologically

Case: Moskvitch, Katia. 2014. ‘The road design tricks that make us drive safer,’ BBC.
Case: Benedictus, Leo. 2013. ‘The nudge unit – has it worked so far?’ The Guardian.
KW: Chapter 6: “The Broadcast Appearance”
8) March 28: Think Consultatively

KW: Chapter 7: “The Elevator Pitch”

9) April 11: Think Instrumentally

KW: Chapter 8: “The Website and Social Media”

10) April 18: Think Powerfully

Text: Lessig, Lawrence. 2014. *The USA is Lesterland,* TED, entire.
KW: Chapter 9: “Key Questions”

11) April 25: Think Globally


12) May 2: Presentations