This course aims to give students a genuine sense of what happened in each of the campaigns we will examine – to be analytical while conveying a real feel for events as they unfolded and the candidates as they were perceived and wish to project themselves. The course will focus on presidential contests from 1962-2012, along with a series of statewide and local contests – for example, the politics of cultural connection that enabled Barbara Mikulski to be the first Democratic woman ever elected to the U.S. Senate on her own; grudge matches for Mayor of New York City between David Dinkins and Rudolph Giuliani; the epic 1994 battle for the senate between Ted Kennedy and Mitt Romney; the instant political stardom of John Edwards when he defeated an incumbent Republican Senator in North Carolina in 1998; and the great recall in which Arnold Schwarzenegger ousted Gray Davis as Governor of California. The course will draw on a rich trove of film, ads, debates and polling data and consider whether “old” media is being supplemented – or supplanted – by social media.