

Government and Mass Media
Political Science 4550
Fall 2017
Class Time: MWF 11:15am – 12:05pm
Instructor: Jeffrey M. Glas, PhD

Contact Information:

Office Hours: MW 1pm – 2pm

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I. Course Description

Nearly everything *The People* know about politics they learn through the media. This simple fact places the media in a unique position to inform us or misinform us, to hold the government accountable or serve as its mouthpiece. So...what effects do media have on American politics? This course answers this question by examining the history of media in the United States, comparing the U.S. media environment to that of other countries, and exploring the political science literature on media as an institution and media effects in modern America. By the end of this course students will:

- (1.1) Obtain broad exposure to the political science literature on the media, including its origins and evolution, as well as the relationship between media, American political institutions, and the people of the United States.
- (1.2) Understand the political economy of media and how market forces shape the information we receive as well as the way in which we receive it.
- (1.3) Learn to think in a more nuanced and scientific way about media coverage of politics.
- (1.4) Understand the ways in which media do, and do not, influence the attitudes individuals develop toward political objects.
- (1.5) Develop an original research design testing a major theory in media politics in the United States or a theory of their own development.

II. Course Requirements and Graded Evaluation

(2.1) Required Texts

We will be using two textbooks over the course of this class. They are available in the University Bookstore, but feel free to obtain these texts through alternative vendors.

Iyengar, Shanto. 2015. *Media Politics: A Citizens Guide*, 3rd Edition. New York: W.W. Norton.
ISBN: 9780393937794

Bennett, W. Lance. 2011. *News: The Politics of Illusion*, 9th Edition. Chicago: University of Chicago Press.
ISBN: 9780226340524

(2.2) Graded Evaluations

Learning is an active exercise. Students at all levels of learning and accomplishment benefit when they are actively engaged with course material. Your grade in this class will be assessed through class participation, two writing assignments, and two exams.

Here are some important dates for these assignments and the rubric I will follow for your final grade:

Class Participation: 20%	Daily
Midterm Exam: 25%	September 27 th
Final Exam: 25%	April 26 th @ 10:45am
Writing Assignments: 30%	Weekly

(2.4) Grading

All grades (including final grades) will be assigned following the system depicted below:

A+	≥	98	C+	=	78
A	=	94-97	C	=	74
A-	=	90	C-	=	70
B+	=	88	D	=	60 – 69
B	=	84	F	≤	59
B-	=	80			

III. Course Schedule and Assignments¹

Week 1: Thinking like a Political Scientist

Week of August 14th

*****Students should buy textbooks immediately*****

Pass out and review syllabus

Iyengar, Chapter 1

Purugganan, Mary and Jan Hewitt. 2004. "How to Read a Scientific Article." *Rice University*

Jordan, Christian and Mark Zanna. 1999. "How to Read a Journal Article in Social Psychology."

Week 2: The Media and Democracy

Week of August 21st

Iyengar, Chapter 2

Bennett, Chapter 1

De Tocqueville, Alexis. 1835. *Democracy in America, Volume 1, Part 2, Chapter 3: The Freedom of the Press in the United States.*

De Tocqueville, Alexis. 1835. *Democracy in America, Volume 2, Part 2, Chapter 6*

Schudson, Michael and Susan Tiff. 2005. "American Journalism in Historical Perspective." in Geneva Overholser and Kathleen Hall Jamieson (eds.), *The Press*. New York: Oxford University Press.

¹ The course syllabus provides a general plan for the course; deviations may be necessary.

Week 3: The News Americans Get

Week of August 28th

Iyengar, Chapter 3
Bennett, Chapter 2

Week 4: Journalism, a Profession

Week of September 4th

Iyengar, Chapter 4
Bennett, Chapter 6
Hayes, Danny and Matt Guardino. 2010. "Whose Views Made the News? Media Coverage and the March to War in Iraq." *Political Communications* 27(1): 59-87.

Monday, September 4th – No classes

Week 5: When Choice Isn't Necessarily a Good Thing

Week of September 11th

Iyengar, Chapter 5
Iyengar, Shanto, Kyu S. Hahn, Jon A. Krosnick, and John Walker. 2008. "Selective Exposure to Campaign Communication: The Role of Anticipated Agreement and Issue Public Membership." *Journal of Politics* 70(1): 186-200.
Stroud, Natalie Jomini. 2008. Media Use and Political Predispositions: Revisiting the Concept of Selective Exposure." *Political Behavior* 30(3): 341-366.

Week 6: The Political Economy of Media

Week of September 18th

Bennett, Chapter 7
Selection from Franklin
Schudson, Michael. 2002. "The News Media as Political Institutions." *Annual Review of Political Science* 5(1): 249-69

Week 7: Exam Week

Week of September 25th

Midterm Exam

Week 8: Citizen Competence

Week of October 2nd

Dahl, Robert Alan. "The problem of civic competence." *Journal of Democracy* 3.4 (1992): 45-59.
Xenos, M. A., & Becker, A. B. 2009. "Moments of Zen: Effects of The Daily Show on information seeking and political learning." *Political Communication*, 26(3): 317-332.

Week 9: Political Campaigns and Media

Week of October 9th

Iyengar, Chapter 6
Iyengar, Shanto, Helmut Norpoth, and Kyu S. Hahn. 2004. "Consumer Demand for Election News: The Horse Race Sells." *Journal of Politics* 66(1): 157-175.
Lipsitz, Keena, Christine Trost, Matthew Grossman, and John Sides. 2005. "What Voters Want from Political Campaign Communication." *Political Communication* 22(3): 337-354.

Week 10: Going PublicWeek of October 16th

Iyengar, Chapters 7 and 10

Barrett, Andrew W. 2004. "Gone Public: The Impact of Going Public on Presidential Legislative Success." *American Politics Research* 32(3): 338-370.

*****Thursday, October 19th – Withdrawal Deadline*******Week 11: Public Opinion and the Media**Week of October 23rd

Iyengar, Chapter 8

Bennett, W. Lance and Shanto Iyengar. 2008. "A New Era of Minimal Effects? The Changing Foundations of Political Communication." *Journal of Communication* 58(4): 707-731.

Gerber, Alan S., Dean Karlan, and Daniel Bergan. 2009. "Does the Media Matter? A Field Experiment Measuring the Effect of Newspapers on Voting Behavior and Political Opinions." *American Economic Journal: Applied Economics* 1(2): 35-52

*****Friday, October 27th – Fall Break*******Week 12: Media Effects I**Week of October 30th

Iyengar, Chapter 8 (cont'd)

Druckman, James N. 2003. "The Power of Television Images: The First Kennedy-Nixon Debate Revisited." *Journal of Politics* 65(2): 559-571.

Mutz, Diana and Byron Reeves. 2005. "The New Videomalaise: Effects of Televised Incivility on Political Trust." *American Political Science Review* 99(1): 1-15.

Scheufele, Dietram and David Tewksbury. 2006. "Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models." *Journal of Communication* 57(1): 9-20.

Week 13: Media Effects IIWeek of November 6th

Chaffee, S. H., & Kanihan, S. F. (1997). Learning about politics from the mass media. *Political communication*, 14(4), 421-430.

Prior, M. (2005). News vs. entertainment: How increasing media choice widens gaps in political knowledge and turnout. *American Journal of Political Science*, 49(3), 577-592.

Valentino, N. A., Hutchings, V. L., Banks, A. J., & Davis, A. K. (2008). Is a worried citizen a good citizen? Emotions, political information seeking, and learning via the internet. *Political Psychology*, 29(2), 247-273.

Week 14: Entertainment Media and PoliticsWeek of November 13th

Gierzynski, Anthony and Julie Seger. 2011. "Harry Potter and the Millennials: The Boy-Who-Lived and the Politics of a Muggle Generation." *Presented at the APSA 2011 Annual Meeting*.

Glas, Jeffrey M., and J. Benjamin Taylor. ND. "For Sparta? Motion Pictures and their Influence on Behavioral Dispositions and Political Attitudes." *Unpublished Manuscript*.

Week 15:

Week of November 20th

No Classes – Thanksgiving Break

Week 16: Fixing a Broken Media System?

Week of November 27th

Iyengar, Chapter 11

Bennett, Chapter 8

Nyhan, Brendan and Jason Reifler. 2014. “The Effects of Fact-Checking on Elites: A Field Experiment on U.S. State Legislators.” *American Journal of Political Science* 59(3): 628-640.

Last Week of Classes

Week 17:

Week of December 4th

Final Exam – Monday, December 11th @ 12noon.