

INTL 4665: Global Politics and Digital Media¹

Dr. Rongbin Han

(hanr@uga.edu)

Assistant Professor

(TR, 11:00-12:15; MLC 245)

Office Hours: Thursdays 14:00-15:00 pm or by appointment (322 Candler Hall)

**** See the instructor if you have a disability that needs classroom accommodations. ****

Course Description and Objectives

This course introduces students to the complicated relationship between digital media and politics in contemporary world. Through the semester, we will examine, with particular focus on the United States and China, how democratic and non-democratic regimes shape the institutions and functions of digital media and how digital media, in a variety of forms, influence domestic politics and foreign relations. We will also discuss a series of important implications of the expansion of new media in democratic, authoritarian and transitioning regimes.

Course Materials (Available in UGA Library or ELC)

Course Requirements and Grading Criteria

Final Grade Ranges:

	A 93-100	A- 90-92.99
B+ 87-89.99	B 83-86.99	B- 80-82.99
C+ 77-79.99	C 73-76.99	C- 70-72.99
D 60-69.99	F 0-59.99	

Attendance and Participation (20%; Attendance 10%; Participation 10%)

Attend classes regularly. One absence is allowed for ANY reason. Additional absences will only be excused with legitimate reasons and documentation (ex. doctor's note). The course is **discussion based**. You are required to read and reflect upon assigned readings before coming to class. You are also encouraged to participate electronically through our course ELC platform through online discussion.

Presentation and Reflection Essay (30%, 10% each presentation and 5% each reflection essay)

You are expected to do two 10-minute mini presentations on the dates you select. The presentation shall be based on the readings, but can go beyond. You shall present the most important points in the readings in your own words and clarify these points with original examples if necessary. You are encouraged to use PowerPoint slides or handouts to facilitate your presentation, and shall try to engage the class. **The presentation is graded based on the preparedness, organization, clarity, and interactivity.** The reflection essays—maximum 3 pages, double spaced—are based on your presentations. They shall not be laundry list summary of the readings. Summarize the reading in one page and put more emphasis on critically evaluating the readings and advancing your own arguments. Stay focused rather than picking up many points without any single one of them articulated sufficiently.

¹ The syllabus is a general plan for the course; updates and revisions may be necessary.

Digital Media Experiment (20%)

You are required to generate at least **three entries of online content** (in any format) on topics such as the readings and ongoing local, national, or global socio-political events. You are also expected to promote the content online and use all the means you feel comfortable to increase your readership/viewership. Based on your experience, write a **1500-word (maximum) summary report**, which shall include the following sections: ***URLs or screenshots of the content you've generated*** (only URLs if they are publicly accessible), ***your content generation and circulation strategies*** and ***outcomes*** (time posted, circulation on different platforms, number of clicks, comments, etc.), ***your findings of the experiment*** (what makes certain content popular or unpopular: the type of content/ the format of content/ framing/ circulation platforms, and so forth?), and ***your more general reflections*** on the power and limitations of digital media, social media and politics, and so forth. It is due December 3rd.

Digital Media Case Report (30%)

Pick one (or more than one, if you intend to do a comparative study, which is highly encouraged) digital media event/phenomenon—broadly defined—and write a case report that is around 3000 words (double spaced, maximum 15 pages). Explain the event/phenomenon (what, who, when, how and why) and highlight the role of digital media—in what ways the new ICTs have made a difference; how are the actors involved taking advantage of the Internet to different degrees? How are big companies and the state playing a role in the process? You may choose any topic to work on—Lady Gaga, KONY 2012, Presidential Campaign cases, ISIS, Occupy Wall Street movement, and so forth. In the report, please explain how you see how digital media has (or has not) changed the socio-political life today. You shall talk to the instructor before finalizing the selection of topic. **You are expected to submit a one-page project plan before November 5th and the final report on December 13th.**

Important Deadlines

<u>September 22nd</u>	<u>Digital Media Experiment online content 1</u>
<u>October 13th</u>	<u>Digital Media Experiment online content 2</u>
<u>November 5th</u>	<u>Digital Media Experiment online content 3; Digital Media Case Report Plan Due</u>
<u>December 3rd</u>	<u>Summary of Digital Media Experiment due</u>
<u>December 13th</u>	<u>Digital Media Case Report due</u>

Grade Dispute:

If you have any questions about your exam grade, you shall report to the instructor **within one week** from the time you receive the grade. You need to present a written appeal explaining why you think your grade should be changed. Please also bear in mind that disputing grade may end up with higher, lower or no change in your grade.

Academic Honesty:

As a University of Georgia student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty," and the Student Honor Code. All academic work must meet the standards described in "A Culture of Honesty" found at: www.uga.edu/honesty. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. **Plagiarism will NOT be tolerated. Approach the instructor if you are unclear about what is plagiarism.**

CLASS SCHEDULE

Week 1

August 11 (Thursday) *Welcome! Course Introduction*

* Michael Hastings, "The Runaway General," *Rolling Stone Magazine* (July 8, 2010).

Surveying Media and Politics across the Globe

Week 2

August 16 (Tuesday) *Comparative Framework*

Daniel C. Hallin and Paolo Mancini, "Comparing Media Systems," in James Curran and Michael Gurevitch (Eds.), *Mass Media and Society* (Bloomsbury USA, 2005), Chapter 11.

August 18 (Thursday) *The Case of Israel*

Hallin and Mancini, *Comparing Media Systems beyond the Western World*, Ch. 2.

Week 3

August 23 (Tuesday) *News Production in the U.S.*

*Kevin G. Barnhurst and Catherine A. Steele, "Image-Bite News: The Visual Coverage of Elections on U.S. Television, 1968-1992," *Harvard International Journal of Press/Politics* 2:1(1997), 40-58.

* Lynne Cooke, "A visual convergence of print, television, and the internet: charting 40 years of design change in news presentation," *New Media & Society* 7:1(2005), 22-48.

August 25 (Thursday) *Media Effects in the U.S.*

* Geoffrey Baym, "Packaging reality: Structures of form in US network news coverage of Watergate and the Clinton impeachment," *Journalism* 5:3(2004), 279-299.

Additional Readings:

* Thomas Knecht and M. Stephen Weatherford, "Public Opinion and Foreign Policy: The Stages of Presidential Decision Making," *International Studies Quarterly* 50:3 (2006), 705-727.

Week 4

August 30 (Tuesday) *Understanding China's Media System*

* David Shambaugh, "China's Propaganda System: Institutions, Processes and Efficacy," *The China Journal* 57 (2007), 25-58.

September 1 (Thursday) *Commercialization, Reform and Investigative Journalism*

* Jingrong Tong and Colin Sparks, "Investigative Journalism in China Today," *Journalism Studies* 10: 3 (2009), 337-352.

Additional Readings:

Stockmann, *Media Commercialization and Authoritarian Rule in China*, Ch. 3

* Zhou Yuezhi, "Watchdogs on Party Leashes? Contexts and implications of investigative journalism in post-Deng China," *Journalism Studies* 1: 2 (2000), 577-597.

The Digital Era

Week 5

September 6 (Tuesday) History of Social Media

- * Danah Boyd and Nicole Ellison, "Social Network Sites: Definition, History, and Scholarship," *Journal of Computer-Mediated Communication* 13:1 (2007), 210–230.
- * Tarleton Gillespie, "The Stories Digital Tools Tell," in John Caldwell and Anna Everett (eds.), *New Media: Theses on Convergence Media and Digital Reproduction* (Routledge, 2003).

September 8 (Thursday) Introducing Theory

- * Manuel Castells, "A Network Theory of Power," *International Journal of Communication* 5 (2011), 773-787.
- * Yochai Benkler, "Networks of Power, Degrees of Freedom" *International Journal of Communication* 5(2011), 721-755.

Week 6

September 13 (Tuesday) Digital Divide

- * Helen V. Milner, "The Digital Divide: The Role of Political Institutions in Technology Diffusion," *Comparative Political Studies*, 39:2 (2006), 176-199.
- * Shirin Madon, Nicolau Reinhard, Dewald Roode, and Geoff Walsham, "Digital Inclusion Projects in Developing Countries: Processes of Institutionalization," Proceedings of the 9th International Conference on Social Implications of Computers in Developing Countries, Sao Paulo, Brazil (May 2007).

September 15 (Thursday) Network Neutrality

- * Tim Wu and Christopher Yoo, "Keeping the Internet Neutral?: Tim Wu and Christopher Yoo Debate" *Federal Communications Law Journal* 59:3 (2007), 575-592.
- * Rob Frieden, "Keeping the Internet Neutral?: A Response to the Wu-Yoo Debate," *Federal Communications Law Journal* 59:3 (2007), 621-624.
- * Tim Berners-Lee, "Long Live the Web: A Call for Continued Open Standards and Neutrality," *Scientific American Magazine* (December 2010), 80-85.

Week 7

September 20 (Tuesday) Governing the Internet

- * David R. Johnson, Susan P. Crawford, and John G. Palfrey, "The Accountable Net: Peer Production of Internet Governance," *Virginia Journal of Law and Technology* 9, no. 97 (2004): 1–33.
- * Michel J. G. van Eeten and Milton Mueller, "Where Is the Governance in Internet Governance?," *New Media & Society* 15, no. 5 (2013): 720–36.
- * Gautham Hagesh, "ICANN 101: Who Will Oversee the Internet?"
<http://blogs.wsj.com/washwire/2014/03/17/icann-101-who-will-oversee-the-internet/>

September 22 (Thursday) Big Internet Corporations

- # Rebecca MacKinnon, *Consent of the Networked: The Worldwide Struggle for Internet Freedom* (Basics Books), Ch. 8, 9 and 10.

* Jenna Wortham, "With Twitter, Blackouts and Demonstrations, Web Flexes Its Muscle," *New York Times* (January 19, 2012).

* Jonathan Weisman, "After an Online Firestorm, Congress Shelves Antipiracy Bills," *New York Times* (January 21, 2012).

Week 8

September 27 (Tuesday) Hacking and Hacker Practice

* E. G. Coleman and A. Golub, "Hacker Practice: Moral Genres and the Cultural Articulation of Liberalism," *Anthropological Theory* 8, no. 3 (2008): 255–77.

September 29 (Thursday) Digital Media and Privacy

* B. Wessels, "Identification and the Practices of Identity and Privacy in Everyday Digital Communication," *New Media & Society* 14, no. 8 (2012): 1251–68.

* Danah Boyd and Eszter Hargittai, "Facebook Privacy Settings: Who Cares?," *First Monday* 15, no. 8 (2010).

* Bianca Bosker, "Randi Zuckerberg: Anonymity online has to go away," *Huffington Post* (July 27, 2011).

* Danah Boyd, "Real Name Policies are an Abuse of Power," <http://www.zephorio.org/thoughts/archives/2011/08/04/real-names.html>

Week 9

October 4 (Tuesday) Web 2.0

* Tim O'Reilly, "What Is Web 2.0,"

<http://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html>, September 30, 2005.

* Urs Gasser and John G. Palfrey, "The Strategic Tool Of Working With Others (Or Not)," *Fast Company*, July 17, 2012,

<http://www.fastcompany.com/1842884/strategic-tool-working-others-or-not>.

* Andrew Lih, *The Wikipedia Revolution: How a Bunch of Nobodies Created the World's Greatest Encyclopedia* (Hyperion Books, 2009), chap. 5, 7, 8.

October 6 (Thursday) Digital Media and News Production

* Paul Starr, "Goodbye to the Age of Newspapers (Hello to a New Era of Corruption)," *New Republic* (March 4, 2009).

* Pew Research Center, "Newspapers Face a Challenging Calculus," (February 26, 2009).

* *Economist*, "Social Media: The people formerly known as the audience," (July 7th, 2011).

* Joshua Braun and Tarleton Gillespie, "Hosting the public discourse, hosting the public: When online news and social media converge," *Journalism Practice* 5:4 (2011), 383-398.

* Noah Shachtman, "How Andrew Breitbart Hacks the News" *Wired Magazine* (March 2010).

Additional Readings:

* Daniel Roth, "The Answer Factory: Demand Media and the Fast, Disposable, and Profitable as Hell Media Model." *Wired Magazine* (October 2009).

* David Simon, "Build the Wall," *Columbia Journalism Review* (July 21, 2009).

Week 10

October 11 (Tuesday) Digital Media and Governance

- * Markus Prior, "News vs. Entertainment: How Increasing Media Choice Widens Gaps in Political Knowledge and Turnout," *American Journal of Political Science* 49:3 (2005), 577-592.
 - * R. Michael Alvarez, et al., "Voting Advice Applications: How Useful and for Whom?" *Journal of Information Technology & Politics* 11:1 (2014), 82-101.
 - * David Carr, "How Obama Tapped Into Social Networks' Power," *New York Times* (November 10, 2008).
- Additional Reading:*
- * Cass Sunstein, "The Daily We: Is the Internet Really a Blessing for Democracy," *Boston Review* (June 1, 2001).

October 13 (Thursday) E-Government

- * John C. Bertot, Paul T. Jaeger, and Justin M. Grimes, "Using ICTs to Create a Culture of Transparency: E-Government and Social Media as Openness and Anti-Corruption Tools for Societies," *Government Information Quarterly* 27, no. 3 (2010): 264–71.
- * K. Hartford, "Dear Mayor: Online Communications with Local Governments in Hangzhou and Nanjing," *China Information* 19, no. 2 (July 1, 2005): 217–60.

Week 11

October 18 (Tuesday) Digital Media and Contentious Politics

- * Clay Shirky, "The Political Power of Social Media," *Foreign Affairs* (January 2011), 28-41.
- * Lance Bennett and Alexandra Segerberg, "The Logic of Connective Action: Digital Media and the Personalization of Contentious Politics," *Information, Communication and Society* 15:5(2012), 739-768.

October 20 (Thursday) Arab Spring and beyond

- * Malcolm Gladwell, "Small Change: Why the Revolution Will Not Be Tweeted," *New Yorker* (October 4, 2010).
- * Lev Grossman, "Iran Protests: Twitter, the Medium of the Movement," *Time* (June 17, 2009).
- * Cory Doctorow, "We Need a Serious Critique of Net Activism," *The Guardian* (January 25, 2011).
- * William Lafi Youmans, and Jillian C. York, "Social Media and the Activist Toolkit: User Agreements, Corporate Interests, and the Information Infrastructure of Modern Social Movements," *Journal of Communication* 62:2(2012), 315–29.

Week 12

October 25 (Tuesday) Cyber Politics in Strong Authoritarian Regimes: Cyber Activism

- * Ashley Esarey and Xiao Qiang, "Political Expression in the Chinese Blogosphere: Below the Radar," *Asian Survey* 48:5(2008), 752-772.
- * Lijun Tang and Helen Sampson, "The Interaction between Mass Media and the Internet in Non-democratic States: The Case of China," *Media, Culture & Society* 34:4 (2012), 457-471. [Pay special attention to the three cases, p. 461-467]

* Florian Toepfl, "Managing public outrage: Power, scandal, and new media in contemporary Russia," *New Media & Society* 13:8 (2011), 1301-1319.

Additional readings:

Yuen Yuen Ang, "Authoritarian Restraints on Online Activism Revisited: Why 'I-Paid-A-Bribe' Worked in India but Failed in China," *Comparative Politics*, 47:1(2013), 21-40.

October 27 (Thursday) Cyber Politics in Strong Authoritarian Regimes: State Responses

* Gary King, Jennifer Pan, and Margaret Roberts, "How Censorship in China Allows Government Criticism but Silences Collective Expression," *American Political Science Review* (2013), 1-18.

* Rongbin Han, "Manufacturing Consent in Cyberspace: China's 'Fifty-Cent Army,'" *Journal of Current Chinese Affairs*, 44:2(2015), 105-134

* Neil MacFarquhar, "Russia Quietly Tightens Reins on Web with 'Bloggers Law,'" *New York Times*, May 7, 2014.

Week 13

November 1 (Tuesday) Cyber Politics in China: Media and Political Attitudes

* Lei Ya-Wen, "The Political Consequences of the Rise of the Internet: Political Beliefs and Practices of Chinese Netizens," *Political Communication* 28:3 (2011), 291-322.

Additional readings:

Stockmann, *Media Commercialization and Authoritarian Rule in China*, Ch. 9.

* Jiangnan Zhu, Lu Jie, and Shi Tianjian, "When Grapevine News Meets Mass Media: Different Information Sources and Popular Perceptions of Government Corruption in Mainland China," *Comparative Political Studies* 46:8 (2012), 920-946.

October 3 (Thursday) Cyber Politics in China: Implications on Political Change?

* Jonathan Hassid, "Safety Valve or Pressure Cooker? Blogs in Chinese Political Life," *Journal of Communications* 62 (2012), 212-230.

Stockmann, *Media Commercialization and Authoritarian Rule in China*, Ch. 11.

Additional readings:

* Daniela Stockmann and Mary Gallagher, "Remote Control: How the Media Sustain Authoritarian Rule in China," *Comparative Political Studies* 44:4 (2011), 436-467.

* Wenfang Tang and Shanto Iyengar, "The Emerging Media System in China: Implications for Regime Change," *Political Communication* 28:3 (2011), 263-267.

Xiao Qiang, "The Rise of Online Public Opinion and Its Political Impact," in Susan Shirk (ed.), *Changing Media, Changing China* (Oxford University Press, 2010), Ch. 9.

Media and Politics beyond National Borders

Week 14

November 8(Tuesday) Freedom and Security: Wiki Leaks, NSA, and Snowden

* Yochai Benkler, "A Free Irresponsible Press: Wikileaks and the Battle over the Soul of the Networked Fourth Estate," *Harvard Civil Rights-Civil Liberties Law Review* 46:2 (2011), 311-397. [Read 311-350 only]

- * Lisa Lynch, "We're Going to Crack the World Open: WikiLeaks and the Future of Investigative Reporting," *Journalism Practice*, 4: 3 (2010), 309-318.
- * Edward Snowden entry of Wikipedia, [http://en.wikipedia.org/wiki/Edward_Snowden]

November 10 (Thursday) Cyber Warfare?

- # Martin C. Libicki, *Cyberdeterrence and Cyberwar* (RAND Corporation), Ch. 6 and 7.
- * Kenneth Geers, "Cyberspace and the changing nature of warfare," *SC Magazine* (August 27, 2008).
- * Dai Xu, "The Only Type of Warfare That Could Destroy China," *Chinascop* 67 (2014), 24-25.
- * Michael Schmidt, "Chinese Hackers Extending Reach to Smaller U.S. Agencies, Officials Say," *New York Times* (July 16, 2014).

Week 15

November 15 (Tuesday) Terrorism in the Digital Age

- # Michele Zanini and Sean J.A. Edwards, "The Networking of Terror in the Information Age," in John Arquilla and David Ronfeldt (eds.), *Networks and Netwars* (Rand Corporation 2001), Ch. 2.
- # Phil Williams, "Transnational Criminal Networks," in John Arquilla and David Ronfeldt (eds.), *Networks and Netwars* (Rand Corporation 2001), Ch. 3.
- Additional Readings:*
- # Dorothy E. Denning, "Activism, Hacktivism, and Cyberterrorism: The Internet as a Tool for Influencing Foreign Policy," in John Arquilla and David Ronfeldt (eds.), *Networks and Netwars* (Rand Corporation 2001), Ch. 8.

November 17(Thursday) Digital Media and Transnational Social Movements

- # Luther P. Gerlach, "The Structure of Social Movements: Environmental Activism and Its Opponents," in John Arquilla and David Ronfeldt (eds.), *Networks and Netwars* (Rand Corporation 2001), Ch. 9.
- * Kony 2012 entry of Wikipedia [http://en.wikipedia.org/wiki/Kony_2012]

Week 16 Thanksgiving, No Class

Week 17

December 1 (Tuesday) Digital Media in International Crises: Ukraine Crises/ISIS

- No readings assigned – Please check out the coverage by mainstream media and social media and come to the class and discuss.
- For instance: Hassan Hassan, "Isis: a portrait of the menace that is sweeping my homeland," *The Guardian: The Observer* (August 16, 2014).

December 3 (Thursday) Summary of Semester

No readings

Digital Media Case Report Due– December 13th (8:00-11:00)