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### Course description

This course provides an overview of political communication theories, modes, means and institutions and serves as an introduction to how communication scholars study politics and the media. We will cover prevalent political communication theories and trends, the relationship between political institutions and the press both in the US and in other countries, elections, debates, political campaigning and advertising, new media and politics, political socialization, education, politics and popular culture.

### Course Objectives

- To become well-versed in the basics of political communication.
- To learn about the latest research and trends in political communication research.
- To practice and think about political communication theory and research critically.
- To prepare work that can be presented at a communication conference and subsequently published.
- To create and maintain a Temple affiliated political resource web site.

### Reading materials

- Perloff, R. M. (1998). *Political communication: Politics, press and public in America*. Mahwah, NJ: LEA.
- **Readings on reserve:** Several required readings have been placed on reserve at Blittman. You are to obtain those and make copies for your own use. All readings on reserve are **required** and should be completed as scheduled.

### Requirements

#### Research critique

Select a journal article (better to select a study, qualitative or quantitative) on some aspect of political communication and critique it. The article should be no more than a couple of years old. Do not waste time summarizing the article in detail – the article summary should be no longer than a paragraph or two. Critique the theoretical soundness of the study, its contribution to the field and significance, the methodology, interpretation of results, writing, and organization. 5 pages, double-spaced. Be prepared to summarize your paper in class on the day this assignment is due. Worth 10% of total grade.

#### Book Report

Select a book on political communication from the list provided or on your own (if you are doing the latter, you need to get the book approved by me). Produce a critique of the book chosen, focusing less on summarizing and more on analyzing the author's approach, the book content, and whether the goals of the author were met. I expect you to address the validity of the author's approach, the significance of the topic, the soundness of organization and the arguments presented, whether the material is interesting, worthy of attention and relevant, quality of writing and style, where this books fits within the relevant body of literature, and whether it needs to be

updated and how. Summarizing the book should constitute about a third of this paper. 7 pages, double-spaced. Be prepared to summarize your paper in class on the day this assignment is due. Worth 15% of your total grade.

### **Digital Democracy Project**

This is our attempt to understand and contribute to political uses of the Internet. The class will be divided into three groups, focusing on local, national, and global politics respectively. Your task will be to gather political resources that (a) provide political information, (b) suggest ways of becoming involved with a particular political cause or group, and (c) present or report on digital democracy experiments on the local, national, and global level and present them to the class in HTML format. The goal is to connect the efforts of all three groups and produce a political resources site, affiliated with Temple SCAT, and updated annually by this class. In doing so, you will update the work of the previous class, available at [http://www.temple.edu/btmm\\_ma/digitaldemocracy/dd\\_page\\_1.htm](http://www.temple.edu/btmm_ma/digitaldemocracy/dd_page_1.htm). Worth 15% of your grade.

### **Research Paper**

This is your final paper for the course, for which you can produce either a paper summarizing research you conducted over the semester, or a research prospectus, or a critical analysis. The **research proposal** for this is due April 4 . This needs to be written formally, following the research paper guidelines of the discipline. Use APA or MLA, depending on the conference/publication this is directed to. Approximately 20 pages, 40% of grade.

### **Participation**

Your attendance and participation to class discussions is essential and expected. This is a graduate seminar, meant to inform you on this topic but to also teach you to articulate your own opinions with confidence. All readings should be completed before the assigned date, and you should come to class prepared to talk. You will also prepare discussion questions for a specific topic, to be determined later. Worth 20% of your grade.

### **Special Needs**

It is our desire that all students participate fully in the curriculum of our department. If you have a disability or special condition that compromises your ability to successfully participate in this class, please notify me as soon as possible and make sure you register with the appropriate University office. All efforts will be made to accommodate your needs.

### **Honor Code**

All students are expected to read and observe Temple University's Honor Code Policy concerning academic integrity.

### **Plagiarizing**

When facts or other material are obtained from an outside source, that source should be cited properly in the text and the bibliography/references section of your work. Plagiarism is defined as taking the words or ideas of another person and presenting them as one's own without proper credit. Plagiarizing is considered cheating, and a student who plagiarizes will receive a zero for that assignment and/or a failing grade for the course. If you are not certain that you are citing materials properly, feel free to double check your citations with me.

### **Grading scale:**

<b>A</b> = 100-93	<b>A-</b> = 92-90		
<b>B+</b> = 89-87	<b>B</b> = 86-83	<b>B-</b> = 82-80	
<b>C+</b> = 79-77	<b>C</b> = 76-73	<b>C-</b> = 72-70	
<b>D+</b> = 69-67	<b>D</b> = 66-63	<b>D-</b> = 62-60	59 and below = <b>F</b>

## COURSE SCHEDULE

Reading assignments should be completed prior to the date for which they are assigned. You should come to class prepared to discuss what you have read. This schedule is tentative – you will be advised of changes. Readings other than Perloff have been placed on reserve at Blittman.

DATE	TOPICS	READINGS	ASSIGNMENTS
<b>INTRODUCTION</b>			
Jan. 23	Introduction to the course		
Jan. 30	Political Communication Theory: Overview Roots, development, current trends	<ul style="list-style-type: none"> <li>• Perloff ch. 1, 10</li> <li>• Denton &amp; Woodward ch. 1, 2</li> <li>• Lippmann ch. 1</li> <li>• Johnston – Trends in political communication</li> </ul>	
<b>POLITICAL COMMUNICATION THEORIES AND EFFECTS</b>			
Feb. 6	Agenda Setting – 1 <sup>st</sup> level	<ul style="list-style-type: none"> <li>• Perloff ch. 11, 13, 14</li> <li>• McCombs &amp; Shaw – The agenda setting function of mass media</li> <li>• Gandy – Beyond agenda setting</li> <li>• Burd – Critique of agenda setting research</li> </ul>	
Feb. 13	Agenda Setting – 2 <sup>nd</sup> level and Framing	<ul style="list-style-type: none"> <li>• Perloff ch. 12</li> <li>• McCombs, Shaw &amp; Weaver – The game is afoot</li> <li>• Ghanem – Filling in the tapestry</li> <li>• McCombs – New Frontiers</li> <li>• Reese – Framing Public Life</li> <li>• Ghanem &amp; McCombs – The convergence of agenda setting and framing</li> <li>• Tankard – The empirical approach to framing</li> <li>• Entman – Framing</li> </ul>	<b>Article Review due</b>
Feb. 20	Political Communication and the Public Sphere	<ul style="list-style-type: none"> <li>• Calhoun – Habermas and the Public Sphere</li> <li>• Habermas – Further reflections on the public sphere</li> <li>• Garnham – The media and the public sphere</li> <li>• Dewey – Search for the Public</li> <li>• Fraser – Rethinking the public sphere</li> <li>• Schudson – Was there ever a public sphere</li> </ul>	
Feb. 27	Civic Engagement Spiral of Silence Spiral of Cynicism	<ul style="list-style-type: none"> <li>• Noelle-Neumann – The spiral of silence</li> <li>• Cappella &amp; Jamieson – News frames, political cynicism and media cynicism</li> <li>• Patterson – Bad news, bad governance</li> <li>• Fallows – Why Americans hate the media</li> <li>• Putnam – The Strange Disappearance of Civic America</li> <li>• Lasch – Journalism, publicity and the lost art of the argument</li> </ul>	
DATES	TOPICS	READINGS	ASSIGNMENTS

Mar. 6	Other perspectives on public opinion and politics	<ul style="list-style-type: none"> <li>• Herbst &amp; Beniger – The changing infrastructure of public opinion</li> <li>• Schudson – Why conversation is not the soul of democracy</li> <li>• Fallows – News and democracy</li> <li>• Carey – The press, public opinion and public discourse</li> <li>• Glasser – Communication and the cultivation of citizenship</li> <li>• Lang &amp; Lang – The public as bystander</li> <li>• Hart &amp; Downing – Is there an American Public?</li> </ul>	
Mar. 20	Digital Democracy: New media and politics	<ul style="list-style-type: none"> <li>• Hacker &amp; van Dijk – What is digital democracy</li> <li>• Rogers &amp; Malhotra – Computers as communication</li> <li>• Van Dijk – Models of Democracy</li> <li>• Hagen – Digital Democracy and Political Systems</li> <li>• Keane – Structural Transformations of the Public Sphere</li> <li>• Sassi – The controversies of the Internet...</li> <li>• Jankowski &amp; van Selm – The promise and practice of public debate in cyberspace</li> </ul>	<b>Book Report due</b>
Mar. 27	Media and Politics outside the US – Case Study	<ul style="list-style-type: none"> <li>• Semetko et al, The formation of campaign agendas (book)</li> </ul>	
<b>POLITICAL COMMUNICATION MODES, MEANS AND INSTITUTIONS</b>			
Apr. 3	Political Institutions and the media	<ul style="list-style-type: none"> <li>• Perloff ch. 2, 3, 4, 5, 8, 9</li> </ul>	<b>Research Proposal due</b>
Apr. 10	Mass Media and Presidential Elections Campaigning Advertising Debates	<ul style="list-style-type: none"> <li>• Perloff ch. 15, 16, 17, 18, 19, 20</li> </ul>	
Apr. 17	(cont.) Debates/ Political Communication and Rhetoric	<ul style="list-style-type: none"> <li>• Perloff ch. 21, 22</li> <li>• Kraus ch. 3</li> <li>• Perloff ch. 6, 7</li> </ul>	
Apr. 24	Political Comm. /Rhetoric	<ul style="list-style-type: none"> <li>• “Journeys with George”</li> </ul>	<b>Digital Democracy Project due</b>
May 1	Education, Political Socialization, Popular Culture	<ul style="list-style-type: none"> <li>• Kraus – Mass communication and political socialization</li> <li>• TBA</li> </ul>	
<b>Final Research Paper and Presentations due May 8</b> (during our scheduled exam time, May 8, 5:30-8:50)			

## References

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- Calhoun, C. (1992). Introduction: Habermas and the public sphere. In C. Calhoun (Ed.), Habermas and the public sphere (pp. 1-47). Cambridge, MA: MIT Press.
- Carey, J. (1995). The press, public opinion, and public discourse. In T. Glasser & C. Salmon (Eds.), Public opinion & the communication of consent (pp. 373-402). New York: Guilford.
- Cappella, J., & Jamieson, K. H. (1996). News frames, political cynicism, and media cynicism. Annals, AAPSS, 546, 71-96.
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- Dewey, J. (1927). The public and its problems. New York: Holt, 1927.
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. Journal of Communication, 43(4), 51-58.
- Fallows, J. (1996, February). Why Americans hate the media. Atlantic Monthly, 45ff.
- Fallows, J. (1996). Breaking the news. New York: Pantheon.
- Fraser, N. (1992). Rethinking the public sphere: A contribution to the critique of actually existing democracy. In C. Calhoun (Ed.), Habermas and the public sphere (pp. 109-142). Cambridge, MA: MIT Press.
- Gandy, O. (1991). Beyond agenda setting. In D. L. Protesse & M. McCombs (Eds.), Agenda setting: Readings on media, public opinion, and policymaking (pp.263-276). Hillsdale, NJ: LEA.
- Garnham, N. (1992). The media and the public sphere. In C. Calhoun (Ed.), Habermas and the public sphere (pp. 359-375). Cambridge, MA: MIT Press.
- Ghanem, S. (1997). Filling in the tapestry: The second level of agenda setting. In M. McCombs, D. Shaw, & D. Weaver (Eds.), Communication and Democracy: Exploring the Intellectual Frontiers in Agenda-Setting Theory (pp. 3-14).Mahwah, NJ: LEA.
- Ghanem, S., & McCombs, M. (2001). The convergence of agenda setting and framing. In S. D. Reese, O. H. Gandy, Jr., & A. E. Grant (Eds.), Framing Public Life: Perspectives on the Media and our Understandings of the Social World (pp. 67-82). Mahwah, NJ: LEA.
- Glasser, T. (1991). Communication and the cultivation of citizenship. Communication, 12, 235-248.
- Habermas, J. (1992). Further reflections on the public sphere. In C. Calhoun (Ed.), Habermas and the public sphere (pp. 421-461). Cambridge, MA: MIT Press.
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- Herbst, S., & Beniger, J. R. (1994). The changing infrastructure of public opinion. In J. S. Ettema & D. Charles Whitney (Eds.), Audience-making: How the media create the audience (pp. 95-114).

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## **Booklist for Book Review**

- Barber, B. (1995). Jihad vs. McWorld. New York: Times.
- Bennet, W. L. (1983). News: The politics of illusion. New York: Longman.
- Carter, S. L. (1998). Civility: Manners, morals, and the etiquette of democracy. New York: Basic.
- Capella, J. N., & Jamieson, K. H. (1997). Spiral of cynicism: The press and the public good. New York: Oxford.
- Dahlgren, P. (1995). Television and the public sphere. Thousand Oaks: Sage.
- Dionne, E. J. (1992). Why Americans hate politics. New York: Simon and Schuster.
- Entman, R. (1989). Democracy without citizens. New York : Oxford.
- Fallows, J. (1996). Breaking the news. New York: Pantheon.
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- Hart, R. (1994). Seducing America: How television charms the modern voter. New York: Oxford.
- Iyengar, S. (1991). Is anyone responsible? How television frames political issues. Chicago: University of Chicago Press.
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- Johnson, T. J., Hays, C. E., & Hays, S. P. (Eds.) (1998). Engaging the public: How government can reinvigorate American democracy. Lanham, MD: Rowman & Littlefield.
- Kamalipour, Y. R. (Ed.) (1999). Images of the US around the world: A multicultural perspective. Albany, NY: SUNY Press.
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Reese, S. D., Gandy, O. H., Grant, A. E. (2001). Framing public life: Perspectives on media and our understanding of the social world. Mahwah, NJ: LEA.

Schudson, M. (1998). The good citizen: A history of American civic life. Cambridge, MA: Harvard University Press.

Trent, J. S. & Friedenburg, R. V. (1995). Political campaign communication. Westport, CT: Praeger.

Viroli, M. (1995). For love of country. New York: Oxford.

This preview shows page 1 - 4 out of 13 pages. IH 851.050 Fall 2013 MW AND 204 LEAVE A COMMENT Sheryl Sawin, Ph.D. Phone: 215-204-8262 Office Hours: 1:00-2:00 MWF and by appointment (213 Anderson). Course Overview: Mosaic I is the first of a two-course series that explores the nature of the individual in society. By examining texts and other forms of material culture, we will consider several important themes that help us understand what it means to be human. feature phone kaios bluetooth keyboard microsoft 5 inch phone new style mobile mi version doogee x90l cell nokia phone mobil phone mini telephon. Price. game keyboard free phone nokia 1113 cell slim huami version p35 mini xgodi nokia 5220 xpressmusic phone slim. Cheap. nokia refurbish phone us nokia 4310 bluetooth keyboard russian huami version infinix hot 3 phone p35 mini phone slim movel. Promotion. mobil brand cell phone nokia5800 nokia 2007 mi version keyboard wireless doogee x90l in phone mini telephon. Reviews. game keyboard upgrade version nokia5800 nokia 2007 phone 4 sim card mobile sm 215-204-5713. Get a call from 2152045713? Read comments below to find details about this number. Report unwanted calls to help identify who is calling.Â Call From: (215) 204-5713. How do I block calls? Caller: Temple University Admissions Call Center. Suggest a better caller name. Click here for Caller's Name. Caller Type