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Office hrs: T 3-4:30, or by appointment e-mail preferred

**THIS IS A SKELETON SYLLABUS PROVIDED ON PAPER FOR YOUR CONVENIENCE. THE OFFICIAL SYLLABUS IS IN COURSEWORKS.**

**Brief Overview** This course examines the behavior of the mass media in the United States and the impact of the media on the political and social beliefs, opinions, and behavior of the American public. In addition to news and public affairs programming in the print and electronic media, the course will also focus on the role of advertising and entertainment in setting expectations and establishing meaning. The course attempts to accommodate the continually changing nature of the mass media and politics by devoting regular attention to current affairs. Particular attention will be paid to the tension that exists between the potential of an informed citizenry and incentives/opportunities for manipulating public opinion.

**Prerequisites** POLS BC 1001 (Dynamics of American Politics), or equivalent college course, or AP credit for American Government. *Credit is not granted for both this course and POLS W 4220.*

### Requirements / Ground Rules

Course grades will be based on: **Two papers:** an initial five to eight page (max.) news analysis paper (15% of course grade), and a 10-12 page research paper due near the end of term (25%). **Two exams** (cumulative/objective) each worth 25%. **Participation** and effort make up the last 10% of the course grade.

**I will use your official university e-mail address for announcements and communication.** If you do not regularly use that account, make sure that messages are being forwarded. Because of the proliferation of viruses on-line I delete e-mail attachments and sometimes messages, themselves, without opening them when I don't recognize the address. If you must send something from another account, put your official university e-mail address in the subject line.

Check **Courseworks** regularly for updates to the "Detail" view of the syllabus, assignments, discussion and additional links. In order to keep up with events & media response, I reserve the right to change assignments, and other aspects of the course. Changes in required assignments & deadlines (if needed) will be announced in class & by e-mail, as well as in Courseworks, but other files may be added at any time.

This course will observe the **Barnard College Honor Code**. If you are not a Barnard student, review your College's policy on plagiarism and cheating.

Deadlines will be enforced in fairness to all students, but reasonable accommodations may be made, particularly for religious observance and serious personal emergencies. It is the student's responsibility to contact the professor by e-mail **in advance** of the deadline or exam date to see if accommodation can be made. A deadline for a *paper* means my receipt of your completed work at my office on paper.

A detailed [bibliography](#) containing background information and full citations for additional books and articles referenced in lectures is available on-line. In many cases multiple copies of books referenced are available in the BC and CU libraries.

It will be absolutely necessary to keep up with current affairs in the print and electronic media. I will be using short video clips fairly frequently in class. These clips are intended for illustration and will not necessarily be available for viewing outside of class, but they may be used on exams.

There are several ways to obtain participation credit for the course. These will be discussed in more detail in class, but in general they are focused on providing examples that you believe represent a good illustration of course concepts (e.g., link to article, political cartoon, video clip, etc. posted in the **Discussion** section of **Courseworks**.) When you provide such examples you should accompany them with a brief explanation of what they are relevant to. Try to be explicit.

## Books

In general, books are intended to be read in their entirety in order to fully grasp the author's argument. I will highlight specific chapters as *especially* important (esp.) as the course proceeds. **The Interplay of Influence** (Jamieson & Campbell 2005) will be the major text. It is important to have the **6<sup>th</sup> edition**. Books are available at Labyrinth Books on 112th St. **Additional required reading** (available online or on reserve) and **specific chapter assignments** are identified in the "Detail" view of the syllabus in **Courseworks**. Additional reading may be assigned during the course if events warrant.

Jamieson, Kathleen H. and Karlyn Kohrs Campbell. 2005. **The Interplay of Influence: News, Advertising, Politics and the Internet**. (6th edition). NY: Wadsworth.

Cook, Timothy E. 2005 **Governing with the News: The News Media as a Political Institution**.

McChesney, Robert. 2004. **The Problem of the Media**. Monthly Review Press.

Alterman, Eric. 2003. **What Liberal Media?** Basic Books.

Viguerie, Richard A. & David Franke 2004. **Now Comes the Revolution!: How Conservatives Used New and Alternative Media to Take Power** [or Vigurie, Richard and David Franke. 2004. **America's Right Turn**. Bonus Books.]

Kovach, Bill and Tom Rosenstiel. 2001. **The Elements of Journalism**. Three Rivers Press.

Fritz, Ben, Bryan Keefe and Brendan Nyhan. 2004. **All the President's Spin**. Touchstone Books.

Dean, John. 2004. **Worse than Watergate**. Little, Brown & Co.

Jamieson, Kathleen Hall and Paul Waldman. 2003. **The Press Effect**. Oxford University Press.

## OUTLINE & REQUIRED READING ASSIGNMENTS (see **Courseworks** for details.)

Jan-17-19	Introduction - Overview of Course Jamieson & Campbell <b>Interplay of Influence Ch. 1</b> (hereafter J&C)
Jan-24	Models of the Mass Media [material on line] Kovach & Rosenstiel <b>Elements of Journalism</b>
Jan-26-31	News and How It is Covered ( <b>J&amp;C Ch. 2-4</b> )
Feb-02-07	Media as a Political Institution Cook <b>Governing with the News</b>
Feb-02	<b>News analysis paper due</b>
Feb-09-14	Manipulation & Bias Alterman <b>What Liberal Media?</b> /Viguerie & Franke <b>Comes the Rev</b>
Feb-16-21	Mass as a Business Institution ( <b>J&amp;C Ch 5</b> ) McChesney <b>The Problem of the Media</b>
Feb-23- Mar-2	Media Effects - Agenda Setting, Framing & Priming [material on line] Jamieson & Waldman <b>The Press Effect</b>
Mar-07	Review
Mar-09	<b>Exam I</b>
Mar-14-16	Spring Break
Mar-21-30	Advertising, Persuasion & Propaganda ( <b>J&amp;C Ch 6-9</b> ) Fritz, Keefe & Nyhan <b>All the President's Spin/Dean Worse than Watergate</b>
Apr. 4-18	Elections and the Media, Campaign Advertising & Reform ( <b>J&amp;C 10-12</b> )
Apr-25	Review
Apr-27	<b>Exam II</b>
May-01	<b>Research Paper Due</b>