

University of Hawaii at Manoa

## **POLS 341 The Politics of Media (WI)**

Instructor: Hye Won Um

Email: hyewonum@hawaii.edu

Office: Saunders Hall 607

### **Course Description**

This course is designed to introduce undergraduate students to various conceptual tools that will help students to interpret and critique the political aspects of the media. Central questions include 1) What roles do the media play in shaping various political decisions? 2) How does the media influence the public and the government? 3) How does the media forge social movements and transform the world? 4) How has the conventional wisdom on the role of the media changed in an era when people with a smart phone can easily engage in social media?

While media has become pervasive, its actual influence still remains controversial. We will study the classical role of media, its influence over the politics, and expectations about its behavior by exploring various historical and current cases. We will also learn the role of technologies and New Media in politics. This course will help students to familiarize themselves with the main theories that dominate media studies, analyze the relationship between the media and the politics, and present their own experiences engaging in media activity through social networking services.

### **Course Objectives**

This course encourages students to understand major theories of media studies, find their own research interests, think about political issues critically, make a good argument of their own, and effectively communicate with others. By the end of the course, students are expected to have a thorough knowledge of principal theories of media studies, develop their abilities to analyze the relationship between the media and the politics, and give their own interpretation and critique on various political issues.

### **Course Requirements**

1. Five Analytical Papers (25%)

Since this is an online course, attendance is not taken. Instead, five analytical papers will be submitted by their due dates. Students choose one article and write a review of the article. Each

University of Hawaii at Manoa

analytical paper should be about 2–3 pages in length.

2. Biweekly discussions (25%)

Online discussion guide including rubric for the evaluation will be provided.

3. Midterm Writing Assignment (20%)

Five pages paper with full citation. You will answer one question which is related to the topic in the class discussion board (Laulima). You can develop this midterm paper into a broader final research paper after receiving instructor's feedback.

4. Final Research Paper (30%)

10-12 pages research paper in which you will answer a question you have developed about the politics of media. You are expected to use a minimum of 10 resources (and at least three of those must be resources from class readings). More details will be announced later in the semester.

Important Note:

1. This is an online course. Your regular work is a key to successfully pass this course. Please keep this in mind, and understand that skipping readings and failing to turn in assignments on time will hurt your final grade. (You need to work at least five hours a week.)
2. Your active involvement in class discussions as well as general communication with your instructor is critical. If you have any concerns regarding your performance in this course, please email me as soon as possible. Communicating with your instructor (if possible, IN ADVANCE!) is the best way to solve your problems. Taking a day or two "off" may severely harm your final grade.
3. All writing assignments should be double-spaced, with 1-inch margins (top, bottom, left, and right), and in a font no smaller than Times New Roman 11. They should follow the general rules of academic writing including the rules of grammar and spelling.
4. Please have a look at this citation guide and contact me if you have any questions about references: <https://owl.english.purdue.edu/owl/>. You can follow any of styles as long as you consistently follow it.
5. Students are expected to submit all assignments by the due dates. Unless accompanied by a legitimate and documented excuse (A problem with your computer or with the internet

University of Hawaii at Manoa

access is not a valid excuse for late submission.), one full letter grade will be docked every 24 hours past the deadline.

6. All paper assignments must be completed in order to receive a passing grade in the course. The instructor's comments on written assignments will be given within two weeks of their submission.

### **Readings**

All readings will be available in electronic form via *Laulima*. Students are expected to keep up with each week's readings.

### **Academic Integrity**

UHM website on academic dishonesty and related issues is available at:

<The University of Hawaii Student Conduct Code>

[http://studentaffairs.manoa.hawaii.edu/policies/conduct\\_code](http://studentaffairs.manoa.hawaii.edu/policies/conduct_code)

<The University of Hawaii at Manoa Campus Policies>

<http://www.catalog.hawaii.edu/about-uh/campus-policies1.htm>

All such matters will be referred to the department chair.

### **Grading Scale**

97-100% = A+

84-86% = B

70-73% = C-

94-96% = A

80-83% = B-

67-69% = D+

90-93% = A-

77-79% = C+

64-66% = D

87-89% = B+

74-76% = C

### **Kokua Program**

If you need reasonable accommodations because of the impact of a disability, please contact the Kokua Program at Room 013 of the Queen Lili'uokalani Center for Student Services, Tel: 808 956 7511, 808 956 7612, E-mail: kokua@hawaii.edu. You can also speak with me privately to discuss your specific needs. I will be happy to work with you and the Kokua Program to meet your access needs related to your documented disability. (<http://www.hawaii.edu/kokua/>)

University of Hawaii at Manoa

## **Course Schedule**

### **Week 1 Introduction: Why Should We Study Media in the Politics?**

Charles, Alec. 2012. *Interactivity: New media, politics, and society*. Peter Lang AG. Intro.

#### Video Clip:

What is media studies?

<https://www.youtube.com/watch?v=-AoH9FV4hoE>

Media Literacy Awareness

<https://www.youtube.com/watch?v=7HXmawarM0w>

Clip from the movie *Detachment* (2011)

[https://www.youtube.com/watch?v=\\_AD3XqEGDIg](https://www.youtube.com/watch?v=_AD3XqEGDIg)

### **Week 2 Models of Media Influence**

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

Bennett, W. Lance & Shanto Iyengar. 2010. "The Shifting Foundations of Political Communication: Responding to a Defense of the Media Effects Paradigm," *Journal of Communication*, 60 (2010): 35-39.

### **Week 3 Press, Television and the Internet**

Anderson, Benedict. *Imagined Communities*, Chapter 2 "The Origins of National Consciousness"

Farrell, Henry. "The Consequences of the Internet for Politics," *Annual Review of Political Science*, 15 (2012): 35-52.

Jones, Jeffrey P. 2010 *Entertaining Politics: Satiric Television and Political Engagement*. Rowman & Littlefield. Ch. 2.

\*\*\*1<sup>st</sup> analytical paper due on Feb. 10 (Friday).

### **Week 4 Propaganda – Influencing the Media**

#### **McCarthyism**

University of Hawaii at Manoa

Doherty, Thomas. 2005. *Cold War, Cool Medium: Television, McCarthyism & American Culture*. NY: Columbia Univ. Press. (Skim Ch. 1-4)

Recommended Reading:

John B. Ryan 2011 "Accuracy and Bias in Perceptions of Political Knowledge," *Political Behavior* 33 (2011): 335-356.

Video Clip:

"The Documentary Better Dead than Red."

[https://www.youtube.com/watch?v=07buRRJ6s4k&list=PLfrFla5VDO6PpYFM\\_NGbDxIBoDUjyidUs](https://www.youtube.com/watch?v=07buRRJ6s4k&list=PLfrFla5VDO6PpYFM_NGbDxIBoDUjyidUs)

"The McCarthy Years." <https://www.youtube.com/watch?v=yVwCepEVk-8>

**Week 5 Influencing the Media – Freedom of Information**

Ellsberg, Daniel. "Snowden Made the Right Call When He Fled the U.S." Editorial: *Washington Post*. July 7, 2013.

Nacos, Brigitte L., Yaeli Bloch-Elkon & Robert Y. Shapiro. 2011. *Selling Fear: Counterterrorism, The Media and Public Opinion*. University of Chicago Press. (Skim Ch. 1-3)

Video Clip:

**2013. We Steal Secrets**

The Wikileaks <https://www.youtube.com/watch?v=PvmfOaZ34Pk>

\*\*\*2<sup>nd</sup> analytical paper due on Feb. 24 (Friday).

**Week 6 Media Bias and Ideological Polarization**

Barker, David and Kathleen Knight. "Political Talk Radio and Public Opinion," *Public Opinion Quarterly*, 64, 2 (Summer 2000): 146-170.

Mutz, Diana. "Effects of 'In Your Face' Television Discourse on Perceptions of a Legitimate Opposition," *American Political Science Review*, 101, 4 (November 2007): 621-636.

University of Hawaii at Manoa

**Week 7 Media and Elections: Strategy and Coverage**

Kenski, Kate, Bruce W. Hardy & Kathleen Hall Jamieson. 2010. *The Obama Victory: How Media, Money & Message Shaped the 2008 Campaign*. Oxford University Press. Ch. 12, 13 (If possible, skim Chap 1-4)

\*\*\* Midterm Paper due on March 10 (Friday).

**Week 8 Media and Elections: Political Advertising**

Freedman, Paul, Michael Franz and Kenneth Goldstein. "Campaign Advertising and Democratic Citizenship" *American Journal of Political Science*, Vol. 48, 4 (October 2004): 723-741.

Richard R. Lau; Lee Sigelman; Ivy Brown Rovner. The Effects of Negative Political Campaigns: A Meta-Analytic Reassessment, *Journal of Politics*, Vol. 69, No. 4 (Nov. 2007): 1176-1209

**Week 9 Media censorship as Political Power**

Warf, Barney. "Geographies of Global Internet Censorship.", *GeoJournal* Vol 76, No.1 (Feb. 2011): 1-23.

Heuvel and Cohen, Edward Snowden: A 'Nation' Interview, Oct 28, 2014

<http://www.thenation.com/article/snowden-exile-exclusiveinterview/>

Xu, Beina, "Media Censorship in China," *Council on Foreign Relations* 2015

<http://www.cfr.org/china/media-censorship-china/p11515>

\*\*\*3<sup>rd</sup> analytical paper due on March 24 (Friday).

**Week 10 Spring Recession**

**Week 11 Gender Politics: Representation of Sexual Images**

Foucault, Michel. 1978. *The History of Sexuality*. New York: Pantheon Books. Ch.1-2.

Video Clip:

University of Hawaii at Manoa

Ways of Seeing

<https://www.youtube.com/watch?v=m1GI8mNU5Sg>

Miss Representation

<http://documentarylovers.com/film/miss-representation/>

**Week 12 Social Media & Movement: SNS**

Fuchs, C., 2013. *Social Media: A Critical Introduction*. Sage Publications. Ch. 7

Lynch, M. 2014. *The Arab Uprisings Explained: New Contentious Politics in the Middle East*. Columbia University Press. Ch. 5

\*\*\*4<sup>th</sup> analytical paper due on April 14 (Friday).

**Week 13 Media & Entertainment**

Baum, Matthew A. "Sex, Lies, and War: How Soft News Brings Foreign Policy to the Inattentive Public," *American Political Science Review*, 96, 1 (March 2002): 91-109.

Jones, Jeffrey P. 2010 *Entertaining Politics: Satiric Television and Political Engagement*. Rowman & Littlefield. Ch. 9

Xenos, Michael A. and Amy B. Becker. "Moments of Zen: Effects of the Daily Show on Information Seeking and Political Learning," *Political Communication*, vol. 26, 3 (July 2009): 119-136.

**Week 14 Review**

No assigned readings.

\*\*\*5<sup>th</sup> analytical paper due on April 5 (Friday).

**Week 15 Final Exam (Take-home)**

\*\*\*Research paper due on May 5 (Friday).

University of Hawaii at Manoa

## **Research Paper Assignment**

A principal requirement of this course is your research paper focusing on a question of contemporary interest in political science. The writing assignments are intended to provide the opportunity for students to apply both abstract concepts and various methods to an actual case. A substantial part of this course is devoted to learning about elements of good research paper, and course structure follows the steps of research design focusing on important aspects of the research process.

Although the specific elements of a research design vary with different topics and methods, there are two fundamental aspects to all designs. First, you must **clearly identify the question you want to answer and justify its importance**. Second, you must **explain your concepts and methods in detail and justify your chosen strategies**. To fulfill these two aspects, it is important to link your research to existing theory embedded in the relevant literature on the subject.

### **A statement of the research question:**

Good questions are grounded in the existing literature. They often reconcile a theory with an observation that doesn't seem to fit, or fill in a gap in existing theory. They frequently begin with a "WHY" question, and seek explanations for political actions or events.

### **Literature review:**

Good research questions often emerge from a literature review too. You sometimes find that you are not convinced by an author's explanation in your readings. You may think the research methods are not appropriate to the subject, or there are other plausible explanations. You may find that changes of time and space also would affect the results.

Even though you will have a research question before you start a project, the first step of the research design is to review previous research on the topic. The review should summarize, synthesize, and critically evaluate the literature as a whole. (You should concentrate on the forest rather than being preoccupied with individual trees in the forest.) Discussion of the literature should emphasize the strengths and weaknesses of existing work in terms of both theory and methodology. Your research will attempt to build on these strengths and improve those weaknesses.

### **A statement of theory and/or hypotheses:**

Your design needs to identify the specific propositions and research hypotheses to be examined or "tested" in your research. You also should discuss how these explicitly stated and logically



University of Hawaii at Manoa

related ideas about the relationships among the phenomena were derived.

**A definition of concepts:**

You need to identify, define, and operationalize the central concepts in your paper. You should indicate as clearly as possible what your concepts mean and how you will recognize them when you observe them in your research (e.g. when you analyze the relationship between political participation and economic development, what do you mean by economic development? What would convince you that one country or group of people is more economically developed than another?)

**An observation and measurement strategy:**

You need to justify your methods of observing and collecting evidence or data as being appropriate and feasible.

**A testing strategy:**

You need to think about how to measure the relationships between the concepts in your hypotheses, and how to check if your hypotheses are right or wrong.

**Limitations of research strategies:**

No matter how careful and thorough you have been in developing your research design, there is no perfect research design. All research strategies have inherent limitations. You need to discuss these limitations explicitly and consider their likely consequences. You will be able to identify alternatives through this effort.

\*\*\*

Before handing your research paper in, please read it several times and ask yourself some questions. Is my argument clear? Do I provide enough evidence to support my main arguments or do I make unsubstantiated claims? Have I incorporated into the paper distinct points of view about the argument in question, pointing out their advantages and disadvantages? In making my main argument, am I showing that one can convincingly rule out alternative patterns of explanation? Last, but not least, have I corrected any spelling or grammar mistakes?

At this point, much of this guideline may seem abstract and confusing. As the course progresses, the elements of the research design will become much clearer and more concrete. Don't panic. Contact your instructor anytime you have troubles dealing with your assignments.