

## UNIVERSITY CORE CURRICULUM

### SECTION II. INTEGRATIVE STUDIES - INTERDISCIPLINARY

1. COURSE NUMBER: **POLS 314i/JRNL 314i** SEMESTER HOURS: **3**  
  
COURSE TITLE: **American Politics and the Mass Media**  
Start Date: Fall 2000
2. COURSE FORMAT: Lecture (faculty). Discussion/lab sessions (GA). Average class size: 35.
3. STUDENT LEARNING OBJECTIVES: Students should be able to: (a) understand how the disciplines of political science, sociology, psychology, communications and journalism approach the many questions associated with media influence in politics; (b) acquire a basic knowledge of the structure and organization of the mass media and how these influence the way political actors and behavior are presented, (c) learn how the treatment of politics in the media influences individual political attitudes and behavior as well as the political system and the policy outcomes that emerge from it; and (d) improve their writing ability and critical thinking.
4. DETAILED COURSE DESCRIPTION: This course is designed to provide an examination of the influence of the mass media on politics in the United States. Students will be introduced to the growing body of literature examining the importance of traditional and new media in campaigns and elections. In addition, we will discuss the role of media in the assessment and development of political attitudes and behavior. Attention will be paid to how both the public and governmental elites are influenced by as well as shape media coverage of politics and the political system. Finally, we will devote a considerable amount of time to how new media, such as the Internet, influence politics and citizen interaction.
5. REQUIRED READING: Ansolabehere, S., Behr, R. and Iyengar, S., *The Media Game: American Politics in the Television Age* (1993); Cook, T., *Governing with the News: The News Media as a Political Institution* (1998); Gamson, William and Andre Modigliani, *The Changing Culture of Affirmative Action* (1987); Gilens, M., *Why Americans Hate Welfare* (1999); Iyengar, S. and D. Kinder, *News That Matters* (1987); Iyengar, S. and R. Reeves, *Do the Media Govern?: Politicians, Voters, and Reporters in America* (1997); Just, M.A., Criger, D., Alger, T., Cook, M., Kern, M., and D. West, *Crosstalk: Citizens, Candidates, and the Media in Presidential Campaign* (1996); Patterson, T., *Out of Order* (1994); Rash, W., *Politics on the Nets: Wiring the Political Process* (1997); Slotnick, Elliot and Jennifer Segal, *Television News and the Supreme Court: All the News That's Fit to Air?* (1998); Bennett, *News: The Politics of Illusion* (2001); Page, *Who Deliberates? Mass Media in American Democracy* (1996). Supplementary materials include: Bagdikian, *The Media Monopoly* (2000); Traugott and Lavrakas, *The Voter's Guide to Election Polls* (2000). Additional readings will come from various political science, journalism, communications, sociology, and psychology journals.
6. COURSE REQUIREMENTS AND GRADING:
  - Midterm Examination (25%)
  - Final Examination (25%)
  - Research Paper (20%)
  - Lab/Internet Assignments (15%)
  - Attendance and Participation (15%)
7. ADVANCED UCC COURSE(S): None