

Media and Politics –IR, 818
(Elective Course)

Course Description: This course explores the complex relationship between media and politics, examining how various forms of media influence political processes, public opinion, policymaking, and democratic governance. Students will analyze the role of traditional media (e.g., newspapers, television) and new media platforms (e.g., social media, digital news) in shaping political communication, electoral campaigns, and government accountability. Through case studies and theoretical frameworks, students will critically assess the opportunities and challenges of media in contemporary political landscapes.

Course Objectives: This course aims to provide an understanding of the role of the media in the political system. It will highlight both historical and current political trends as they are deliberated and analyzed by the media, as well as the advantages and challenges that come with digital media and the 24/7 news cycle.

Learning Outcome: Recognize the fundamental role of the media in shaping the public's perceptions of politicians, the government, and the political structure:

- Understand the importance of the Internet and social media in the modern information age and the profound effect it has on media coverage, campaigns, and privacy.
- Evaluate the strengths and weaknesses of specific media sources and develop ways to ascertain the validity of information from media sources.
- Identify how political figures are affected by the media and ways in which political figures respond to, influence, or even manipulate news coverage.

Course Content

Week 1:	Introduction to Media and Politics: Concepts and Theoretical Frameworks
Week 2:	Media Effects: Agenda-setting, Framing, and Priming
Week 3:	Media Systems and Political Communication Models
Week 4:	Political Campaigns and Media Coverage: Case Studies and Analysis

Week 5:	Media Bias and Objectivity in Political Reporting
Week 6:	Media Regulation: Laws, Policies, and Government Control
Week 7:	Media and American Politics
Week 8:	Media and the Three Branches of Government
Week 9:	<i>Midterm Exam</i>
Week 10:	Digital Media and Democracy: Social Media, Fake News, and Misinformation
Week 11:	Media, Elections, and Debates: Television versus social media
Week 12:	Politics and the Internet: Interactivity and Social Media
Week 13:	Media and Public Opinion
Week 14:	Media and Pundits and Ethics in Politics
Week 15:	Media Literacy and Critical Thinking in the Digital Age
Week 16:	<i>Final Exams</i>

Reading Material

- James Klurfeld, "Improving Media Capacity: Media Must Focus on Policy, Not Just Politics," The Brookings Institution, 2015.
- Brendan Nyhan, "Get Off the Bus! Why Access-Based Campaign Coverage is a Dead End," Columbia Journalism Review, 2013.
- Jack Shafer, "Presidential Campaigns, Sports Writing, and the Fine Art of Pretending," Reuters, 2012.
- Alexander Hamilton or James Madison, Federalist No. 51, "The Structure of the Government Must Furnish the Proper Checks and Balances Between the Different Departments," February 8, 1788.
- "The 2016 Presidential Campaign – A News Event That is Hard to Miss," Pew Research Center, 2016.
- "Twitter and the Campaign," Pew Research Center, December 8, 2011.
- Julia K. Woolley, Anthony M. Limperos, Mary Beth Oliver, "The 2008 Presidential Election, 2.0: A Content Analysis of User-Generated Political Facebook Groups," Mass Communication and Society, November 20, 2010.

- Aaron Smith, "The Internet and Campaign 2010," Pew Research Center, March 17, 2011.
- Keith Hampton et al., "Social Networking Sites and Our Lives," Pew Research Center, June 16, 2011.
- Gabriel S. Lenz, Chappell Lawson, "Looking the Part: Television Leads Less Informed Citizens to Vote Based on Candidates' Appearance," American Journal of Political Science, 2011.
- David A. Graham, "Political Polling's Unfavorable are on the Rise," The Atlantic, 2015.
- Nate Silver, "How FiveThirtyEight Calculates Pollster Ratings," FiveThirtyEight, 2014.
- Sheldon R. Gawiser, G. Evans Witt, "20 Questions a Journalist Should Ask About Poll Results," National Council on Public Polls.
- Anthony Corrado, "Financing Presidential Nomination in the Post-Public Funding Era," The Making of the Presidential Candidates 2012.
- R. Sam Garrett, "State of Campaign Finance Policy: Recent Developments and Issues for Congress," Congressional Research Service, July 18, 2011.
- "Buying of the President 2016," Center for Public Integrity, 2016. Kenneth T. Andrews, Neal Caren,
- "Making the News: Movement Organizations, Media Attention, and the Public Agenda," American Sociological Review, 2010.
- Lee Drutman, "How Corporate Lobbyists Conquered American Democracy," The Atlantic, 2015. Robert G. Kaiser, "Citizen K Street: How Lobbying Became Washington's Biggest Business," Washington Post, March 4, 2007.
- Christopher Witko, "Influence of Corporate Campaign Contributions in Government Contract Award Decisions," Journal of Public Administration Research and Theory, March 18, 2011.