

## First Year Seminar: Media and Politics Election 2004

POSC 100  
Tues Thurs 10:30-12:15  
Sayles-Hill 252

Prof. Barbara Allen  
Willis 408  
Mon, Tues, Wed, Thurs  
by appt. (sign-up)

### The Course

This seminar will introduce you to the basic methods of political analysis through a case study of media and politics in the 2004 elections. We will study how media influence campaign spending and organization, consider the methods candidates use to package their messages, and the overall influence of media on electoral politics. We will learn about public opinion analysis and other ideas from the fields of political behavior and political psychology will be used to understand campaigns and elections. Our case study will include detailed content analysis of the local news coverage of the 2004 election. In addition to the books and articles listed below students are required to subscribe to the *New York Times* (you may share subscriptions if you wish).

### The following books have been ordered for the course:

Dean E. Alger, 1996. *The Media and Politics* 2<sup>nd</sup> edition, New York: Wadsworth Publishing, 0534-23694-4.

Timothy Cook. 1998. *Governing With the News: the News Media as a Political Institution*. Chicago: University of Chicago Press. 0226115003.

Doris Graber. 2000. *Media Power in Politics*, 4<sup>th</sup> ed. Washington, D.C.: CQ Press. 1568024169.

Shanto Iyengar and Donald Kinder. 1987. *News That Matters*, Chicago: University of Chicago Press, 0226-38857-3.

Marion Just, et. al. 1996 *Crosstalk: Citizens, Candidates, and Media in a Presidential Campaign*, Chicago: University of Chicago Press, 0226-42021-3.

### On reserve are:

Adler and Towne. "Listening v. Hearing"

Dean Alger, Barbara Allen, Daniel Stevens, and John Sullivan, "Local News Coverage in a Social Capital Capital: Election 2000 on Minnesota's Local News Stations" *Political Communication*. (forthcoming).

Barbara Allen, "The Spiral of Silence and Institutional Design: Tocqueville's analysis of public opinion and democracy." *Polity*, 24:2 (winter), 1991, 243-267.

Barbara Allen, Paula O'Laughlin, Amy Jasperson, and John L. Sullivan "The Media and the Gulf War: Framing, Priming, and the Spiral of Silence," *Polity*, 27: 2 (winter) 1994, 255-284.

James M. Carlson and Rebecca Trichtinger, "Perspectives on Entertainment Television's Portrayal of a Racial Incident." 1998 American Political Science Association Meeting.

Dohaghy. "Asking and Answering Questions"

Marilyn Fife, 1987. "Promoting racial diversity in US broadcasting: federal policies versus social realities," *Media, Culture and Society*, 9: 481-504

Shanto Iyengar, et al. "Running as a Woman: Gender Stereotyping in Women's Campaigns," in Pippa Norris, ed. *Women Media and Politics*, 1997. Oxford: Oxford University Press. 77-98

Shanto Iyengar. 1989. "How Citizens Think about National Issues: A Matter of Responsibility." *American Journal of Political Science*. 33: 4 (Nov). 878-900.

Lynda Lee Kaid, et al. 1986. *New Perspectives on Political Advertising*, Carbondale: Southern Illinois University Press. 0-8093-1264-6 (The chapters that we are using are listed for the specific class meetings below.)

Montague Kern and Marion Just, "A Gender Gap Among Viewers," in Norris, ed. *Women Media and Politics*. 99-112.

Andrew Kohut and Kimberly Parker, "Talk Radio and Gender Politics," in Norris, ed. *Women Media and Politics*. 221-234.

Kathleen Knight and David Barker, "'Talk Radio Turns the Tide'? The Limbaugh Effect: 1993-1995." Paper presented at the 1996 American Political Science Association Annual Meeting

Richard Krueger. *Focus Groups: A Practical Guide for Applied Research*.

James Madison, John Jay, and Alexander Hamilton, *The Federalist*, 1789. New York: Modern Library, 394-30961-8.

Daniel Stevens, John Sullivan, Barbara Allen, and Dean Alger, "The Ordinary Experience of Negative Advertising," Paper Presented at the Midwest Political Science Association Annual Meeting, Chicago, IL, April 3-6, 2003

David Stewart and Prem Shamdasani. *Focus Groups: Theory and Practice*.

## **Course Requirements**

Below are the readings and general topics for each of our meetings. In addition to coming to class prepared to discuss the readings you will write three essays: 1) an analysis of local election news coverage, 2) an "Ad Watch Analysis," which focuses on specific television campaign ads, analyzing their scripts, visual texts, and evaluating the accuracy of their messages and 3) an analysis of the 2002 election results, focusing on the role media played in the election. Your essays will be based, in part, on data that we collect and analyze throughout the term. Our class joins POSC204 and POSC230 in a quantitative study of election coverage and political communication (ads, speeches, etc.). We use content analysis, focus group analysis, and other quantitative and qualitative approaches in our study. In addition to our our class meetings, we will hold several meetings to learn about content analysis, focus group moderating, and depth interviewing as well as a class field trip on election night. Participating in these activities will figure into your grade.

Grades will be computed as:

Media Monitoring & Content Analysis	40
Ad Watch Analysis	20
Election Analysis	30
Participation	10
Total	100%

**Topics for Discussion and Reading Assignments:**

**Part 1: Democratic Theory and the Power of Media**

- Tues Sept 14 Introduction to the course  
Communication and Self-Government  
After our class read: Graber Ch 2  
Rec: Alger Ch 1
- Thurs Sept 16 Studying Media: Research Design—Analyzing News and Ads  
Read: Just Ch 1-2
- Tues Sept 21 Media as an Institution  
Read: Cook Ch 4-5  
Federalism and other Multi-tiered Designs  
After class Rec: Federalist 1, 10, 15, 23,45-5 (on reserve)1  
Rec: Alger 4-6
- Thurs Sept 23 How we will Conduct our Content Analysis  
**Meet in the Library PC Lab (down one floor from main level)**  
Read: Alger, et al. “Local News Coverage in a Social Capital  
Capital” (on reserve)  
Stevens, et al. “The Ordinary Experience of Negative Advertising”  
(on reserve)

**Part 2: Media and Politics: Public Opinion, Socialization, and Participation**

- Tues Sept 28 Representation and Responsibility: Framing Effects  
Read Iyengar “How Citizens Think” (on reserve)  
Alger Ch 2
- \*\*\*\*\***5:30 Session on Planning and Running a Focus Group, Optional**\*\*\*\*\*
- Thurs Sept 30 Public Opinion 1: Definitions and Measurement  
Read: Graber Ch 12  
Allen “Tocqueville and Spiral of Silence” (on reserve)  
Rec: Iyengar and Kinder Ch 1-5 (I’ll present; read what you  
can)
- Turn in /Upload First Content Analysis & Compilation Files 9/30**
- \*\*\*\*\***5:30 Session on Active Listening and Interviewing, Optional**\*\*\*\*\*
- Tues Oct 5 Public Opinion 2: Agenda Setting  
Graber Ch 7-8, 22, 36  
Iyengar and Kinder Ch 6-12 (fill in what you didn’t read for 30  
Sept)
- Thurs Oct 7 Public Opinion 3: Narrative and Symbolism in News Reporting  
\*\*\*\*\***Professor Dean Alger Visits Class**\*\*\*\*\*
- Read: Alger Ch 3  
Graber Ch 6, rec: 10
- Turn in/Upload Second Content Analysis & Compilation Files 10/7**
- Tues Oct 12 Public Opinion 4: Campaign Advertising  
Read: Alger Ch 11 324-334, Just 4-6
- \*\*\*\*\***View A Sample of Campaign Ads and News from the 2004  
Election**\*\*\*\*\*

Thurs Oct 14 Public Opinion 5: Framing and Priming Effects in the News  
Review: Iyengar and Kinder Ch 3-4, 7, 11  
Read: Cook Ch 6, Graber 13, 14, 24  
Recommended (□): Allen et.al “Media and the Gulf War”  
(on reserve)  
**Turn in /Upload Third Content Analysis & Compilation Files 10/14**  
**Part 3: Media and Electoral Politics**

Tues Oct 19 Primaries, Conventions and General Elections  
Covering Candidates and Campaigns  
Read: Alger Ch 10, 11, 290-324; 334-338  
Just, Ch 3;  
Graber Ch 16  
Kaid Ch 3, (Kolar “Fighting Back: American  
Political Parties Take to the Airwaves”) (on reserve)  
\*\*\*\*\***First Essay on Election New Coverage Due**\*\*\*\*\*  
**5:00 Eat Pizza, View Primary: Documentary of 1960 Wisconsin Presidential Primary**

Thurs Oct 21 Candidate Information 1: Speeches and Debates  
Read: Alger Ch 12, 338-353  
**Turn in/Upload Fourth Content Analysis & Compilation Files 10/21**

Tues Oct 26 Candidate Information 2: Campaign Advertising  
Videographic Techniques and “Truth Tests”  
Read: Graber 13, 14  
Kaid, Ch 1 (Jamieson, “The Evolution  
of Political Advertising in America”) (on reserve)  
\*\*\*\*\***Ad Watch Analysis Due**\*\*\*\*\*

Thurs Oct 28 Candidate Information 3: Campaign Advertising, Analysis  
Read: Alger Ch 12, 353-378 and Kaid, Ch 2 (Devlin, “An Analysis  
of Presidential Television Commercials 1952-1982”) (on reserve)  
and Ch 7 (Kaid and Davidson, “Elements of Videostyle”)  
Just 7  
**Turn in/Upload Fifth Content Analysis & Compilation Files 10/28**

Tues Nov 2 Candidate Information 4: Campaign Advertising, Effects  
Read: Alger Ch 13; Kaid, Ch 8, (Kundy, “Political Commercials  
and Candidate Image: The Effect Can Be Substantial”— reserve)  
Graber 17  
Rec: Just 8  
\*\*\*\*\***VOTE**\*\*\*\*\***Leave Campus 5:00 for Election Night Party**\*\*\*\*\*

Thurs Nov 4 TV: racial attitudes and gender gap  
Read: Carlson and Trichtinger, “Perspectives on Entertainment”  
Kern and Just, “A Gender Gap Among Viewers,”  
Fife, “Racial Diversity”  
Iyengar, et al. “Running as a Woman” (on reserve)  
**Turn in/Upload Sixth (Final!) Content Analysis & Compilation Files 11/4**

Tues Nov 9 Talk Radio  
Read: Kohut and Parker, “Talk Radio and Gender Politics”  
Rec: Knight and Barker, “‘Talk Radio Turns the Tide’?” (reserve)

Thurs Nov 11 Interpreting Messages and Voting — Assessing the Election  
Just 9  
\*\*\*\*\***ATTEND NOV 12 CONVO Report on the Class Project**\*\*\*\*\*

Tues Nov 16 Public Discourse and Political Decisions, Prospects for Change  
Just Ch 10  
Cook Ch 8  
\*\*\*\*\***Election 2004 Analysis Due in Class**\*\*\*\*\*