The Ohio State University
Department of Political Science

Political Science 4165: Mass Media and American Politics

Autumn 2012 (TTh 3:55p-5:15p, Smith Lab 1009)

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All Course Materials Will Be Made Available Electronically

Course requirements and grading
The course requirements are mastery of the content of the readings, contributions to class discussions, and completion of all assigned work. Grading will be composed of two main components: (1) quizzes (40%), and (2) exams (60%). **Quizzes:** Each class will begin with a short reading quiz. The quizzes are meant to measure both reading comprehension and attendance. Therefore, no makeup quizzes will be provided or allowed. There are 23 planned quizzes. To account for unforeseen or excusable absence or tardiness, the four lowest quiz grades will be dropped. But be warned: even excused absences will require you to burn one of the four dropped quizzes. **Exams:** There will be four exams given throughout the quarter. Each exam accounts for progressively more of the total grade. Exam 1 counts for 6%, Exam 2 for 12%, Exam 18%, and Exam 4 for 24%. Each exam is non-cumulative and reflects the material from the section that it concludes.

Academic Misconduct
It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct: [http://studentaffairs.osu.edu/resource_csc.asp](http://studentaffairs.osu.edu/resource_csc.asp)

Disability Services
Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; [http://www.ods.ohio-state.edu/](http://www.ods.ohio-state.edu/).
Course Outline

Section 1.

Tuesday, August 26. Introduction

Tuesday, August 28. What Media Bias?
Reading: Dalton, Beck, and Huckfeldt (1998)

Thursday, August 30. Soft News
Reading: Baum and Jamison (2006)

Tuesday, September 4. The Market for New Media
Reading: Nie et al (2010)

Thursday, September 6. New Media and Polarization
Reading: Lawrence, Sides, and Farrell (2010)

Tuesday, September 11. In-Your-Face TV
Reading: Mutz (2007)

Thursday, September 13. Exam 1 (5%)

Section 2.

Tuesday, September 18. Across the Great Divide
Reading: Mutz and Martin (2001)

Thursday, September 20. The Hostile News Phenomenon
Reading: Coe et al. (2008)

Tuesday, September 25. News to Knowledge
Reading: Jerit, Barabas, and Bolsen (2006)

Thursday, September 27. Civil Discourse and Negativity
Reading: Maisel (2012), Geer (2012)

Tuesday, October 2. News about Terrorism
Reading: Gadarian (2010)

Thursday, October 4. Media Effects and the Presidency
Reading: Gilens, Vavreck, and Cohen (2007)

Tuesday, October 9. Exam 2 (10%)
Section 3.

Thursday, October 11. Mobilization
Reading: Sides and Karch (2008)

Tuesday, October 16. Manipulation
Reading: Druckman, Jacobs, and Ostermeier (2004)

Thursday, October 18. Framing
Reading: Chong and Druckman (2007)

Tuesday, October 23. Priming
Reading: Gerber, et al. (2011)

Thursday, October 25. Salience
Reading: Ansolabehere and Iyengar (1994)

Tuesday, October 30. Persuasion
Reading: Minozzi, et al. (2012)

Thursday, November 1. Exam 3 (15%)

Section 4.

Tuesday, November 6. Issue Ownership
Reading: Sides (2006)

Thursday, November 8. Issue Convergence
Reading: Sigelman and Buell (2004)

Tuesday, November 13. Negative Advertising: A Post-mortem
Reading: Lau, et al. (2007)

Thursday, November 15. Going Public
Reading: Cameron and Park (2011)

Tuesday, November 20 & 22. THANKSGIVING WEEK. NO CLASS.

Tuesday, November 27. TBA
Reading: TBA

Thursday, November 29. Cultural Cognition and the Media
Reading: Gastil et al. (2011)

Tuesday, December 4. Exam 4 (20%)