

**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 3 for 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/>.

## 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. *Saliency*

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%)*