

COLUMBIA UNIVERSITY  
DEPARTMENT OF POLITICAL SCIENCE

**G8247: Mass-Mediated American and Global Politics**

Spring 2008  
Tuesdays 11:00 a.m. - 12:50 p.m.

Dr. Brigitte L. Nacos  
Office: 807 IAB  
854-5254; [bn1@columbia.edu](mailto:bn1@columbia.edu)

Office Hours: Tuesdays, 1-2, Fridays 1-3

---

Course Description: Readings and class discussions explore the domestic and global traditional and new media at the beginning of the 21<sup>st</sup> century and their impact on mass-mediated domestic and international politics. The focus is on conditions and changes in media/communication in terms of ownership, technologies, organizational and individual imperatives, and domestic and global audiences. We will pay special attention to communications/media in the context of the 2008 U.S. presidential primary season and the “war on terrorism.”

Requirements: Regular attendance of class sessions, reading of required texts before the class sessions they are assigned for, participation in class discussions, and a research paper of about 20 pages on a topic related to media/communication and politics and/or policies.

Topics and Readings:

Session 1:     **Mass-Mediated Politics in Changed and Changing Communication  
Jan. 22         Environments**

Session 2:     **News Ethics: Ideals and Practice  
(Jan. 29)**

Readings:

The American Society of Newspaper Editors’ “[Statement of Principles](#)”

Pick from the web site of the International Journalists’ [Network](#) 2 countries and their respective ethics codes and press laws

Richard Kaplan, “The News about New Institutionalism: Journalism’s Ethic of Objectivity and Its Political Origins.” Political Communication 23 (2006): 173-185.

Adam Shehata, “Facing the Muhammad Cartoons: Official Dominance and Even-Driven News in Swedish and American Elite Press.” The Harvard International Journal of Press/Politics 12 (4) (Fall 2007).

Session 3: Democracy and Communication  
(Feb. 5)

Readings:

Daniel Hallin and Paolo Mancini, "Americanization, Globalization, and Secularization." In Frank Esser and Barbara Pfetsch, Comparing Political Communication: Theories, Cases, and Challenges. New York: Cambridge, 2004, pp. 25-43.

Pippa Norris, "Global Political Communication: Good Governance, Human Development, and Mass Communication." In Esser and Pfetsch, Comparing Political Communication, 115-150.

Sally Hughes and Chappell Lawson, "The Barriers to Media Opening in Latin America." Political Communication 22 (2005): 9-25.

Hussein Amin, "Freedom as a Value in Arab Media: Perceptions and Attitudes among Journalists." Political Communication 19 (3) (2002): 125-135.

Session 4: Social Networking—Political Networking  
(Feb. 12)

**Tom Glaisyer, Ph.D. candidate, will be guest lecturer.**

Readings:

Peter Dahlgreen, "The Internet, Public Spheres, and Political Communication: Dispersion and Deliberation." Political Communication 22 (2) (2005): 147-162.

Daniel W. Drezner and Henry Farrel, "The Power and Politics of Blogs." Unpublished Paper presented at the annual meeting of APSA, 2004.

In-Yong-Rhee, "The Korean Election Shows a Shift in Media Power." Nieman Reports, Spring 2003.

Session 5: Liberal, Conservative, Racial, Gender, and other Real and Alleged Biases  
(Feb. 19)

Readings:

Robert Eisinger et al., "What Media Bias? Conservative and Liberal Labeling in Major U.S. Newspapers." Press/Politics 12(1) (2007): 17-36.

"If It's Sunday, It's Conservative." A Report by Media Matters for America.  
Also, Follow-Up Report by Media Matters on [Sunday Political Talk](#)

Martin Gilens, *Why Americans Hate Welfare: Race, Media, and the Politics of Antipoverty Policy*. Chicago: University of Chicago, 2000, chapters 5 and 6.

**Session 6: Paid Media and Free Media**  
(Feb. 26)

**Rolando Pujol, CC graduate and managing editor of AM New York, will discuss the role and viability of free newspapers and the focus on on-line news by both free and paid news media**

Readings:

James Hamilton, *All the News That's Fit to Print*. Princeton, NJ: Princeton University Press. 2004, chapters 1 and 6.

Pete Bakker, "Free Daily Newspapers: Business Models and Strategies." [The International Journal on Media Management](#) 4(2) (2002): 180-187.

**Session 7: Are All Modern-day Politicians Neo-Populists?**  
(Mar. 4)

Readings:

Gianpietro Mazzoleni et al., *The Media and Neo-Populism*, chapters 2 (Austria), 3 (France), 6 (Australia), 8 (U.S.)

Pick one chapter ahead of time so that we are sure to cover the above four cases plus the case of Silvio Berlusconi (Italy):

Alexander Stille, "Italy: The Family Business." [New York Review of Books](#) 50(9), May 25, 2006.

**Session 8: Mass-Mediated Election Campaigns**  
(Mar. 11)

Readings:

Project for Excellence in Journalism, "The Invisible Primary—Invisible No Longer: A First Look of the 2008 Presidential Campaign." [Report](#) (you can download PDF version on this site), Oct. 29, 2007.

Jesper Stroembaeck and Daniela Dimitrova, "Political Media Systems Matter: A Comparison of Election News Coverage in Sweden and the United States." [Press/Politics](#) 11(4) (Fall 2006), 131-147.

James N. Druckman, "Media Matter: How Newspapers and Television News Cover Campaigns and Influence Voters." [Political Communication](#) 22 (3) (2005), 463-81.

## No Class on March 18<sup>th</sup>—SPRING BREAK

Session 9:     **Entertainment Media and Politics/Celebrity Politics/Power of Sound**  
(Mar. 25)     **Bites**

Readings:

Geoffrey Baym, “The Daily Show: Discursive Integration and the Reinvention of Political Journalism.” Political Communication 23 (3) (2005): 259-276.

David J. Jackson and Thomas I.A. Darrow, “The Influence of Celebrity Endorsements on Young Adults’ Political Opinions.” Press/Politics 10(3): 80-98.

Scheuer, The Sound Bite Society, chapters 1 and 2

Session 10.    **“Media Violence” and Mass-Mediated Terrorism**  
(Apr. 1)

Readings:

Sissela Bok, Mayhem: Violence as Entertainment, pp. 13-39

Brigitte L. Nacos, Mass-Mediated Terrorism: The Central Role of the Media in Terrorism and Counterterrorism , Second Edition 2007), chapters 1-4.

Session 11:    **Media, Counterterrorism and the “War on Terrorism”**  
(Apr. 8)        **(Security vs. Civil Liberties)**

Readings:

David Domke et al., “Going Public as Political Strategy: The Bush Administration, an Echoing Press, and Passage of the Patriot Act.” Political Communication 23 (3) (2006): 291-312.

Nacos, Bloch-Elkon, and Shapiro, “Prevention of Terrorism in Post-9/11 America: New Coverage, Public Perceptions, and the Politics of Homeland Security.” Terrorism and Political Violence 20(1) (2008).

Lance Bennett et al., When the Press Fails: Political Power and the News Media from Iraq to Katrina, chapters 3 and 4.

Session 12:    **Media (here and abroad) and the War on Terrorism (Threat of and Actual Military Actions)**  
(April 15)

Readings:

Ingrid A. Lehmann, “Exploring the Transatlantic Media Divide over Iraq.” Press/Politics 10(1) (2005): 63-89.

Daniela V. Dimitrova et al., “War on the Web: The Immediate News Framing of Gulf War II.” Press/Politics 10(1) (2005): 22-49.

Michel M. Haigh et al., “A Comparison of Embedded and Nonembedded Print Coverage of the U.S. Invasion and Occupation of Iraq. Press/Politics 11(2) (2006): 139-153.

Michael Massing, Now They Tell Us, pp. 3-65.

Session 13:    **Propaganda and Public Diplomacy**  
(Apr. 22)

Readings:

Anthony Pratkanis and Elliot Aronson, Age of Propaganda. New York: W.E. Freeman and Co., 1991, chapters 1-4, 23, 30-37 (all of these are very short chapters).

U.S. National Strategy for Public Diplomacy and Strategic Communication.

Session 14:    **Last Class: Discussion of Students’ Research Findings**  
(Apr. 29)

**Term Papers are due!**

**All books and articles listed on the syllabus are required readings and are available on reserve at Lehman Library (3<sup>rd</sup> floor of the International Affairs Building). The assigned articles are available electronically via the library reserve or Courseworks. I will e-mail articles that are not available via the reserve.**

**I did not order books in the Columbia Bookstore. If you decide to buy one or the other book, you can order them at Internet booksellers and pay less than in bookstores.**

**The following books are on reserve at Lehman Library:**

Bennett, W. Lance, Regina G. Lawrence and Steven Livingston. When the Press Fails: Political Power and the News Media from Iraq to Katrina (Chicago: University of Chicago Press, 2007).

Bok, Sissela. Mayham: Violence as Entertainment (Reading, MA: Perseus Books, 1998).

Esser, Frank and Barbara Pfetsch. Comparing Political Communication: Theories, Cases, and Challenges (New York: Cambridge, 2004)

Gilens, Martin. Why Americans Hate Welfare: Race, Media, and the Politics of Antipoverty Policy (Chicago: University of Chicago Press, 2000).

Hamilton, James T. All the News that's Fit to Sell (Princeton, NJ: Princeton University Press, 2004).

Massing, Michael, Now They Tell Us: The American Press and Iraq (New York Review of Books, 2004)

Mazzoletti, Gianpietro et al., eds. The Media and Neo-Populism (Praeger, 2003).

Nacos, Brigitte. Mass-Mediated Terrorism: The Central Role of the Media in Terrorism and Counterterrorism, Second Edition (Rowman & Littlefield, 2007)

Nacos, Brigitte and Oscar Reyna-Torres. Fueling Our Fears: Stereotyping, Media Coverage and Public Opinion of Muslim Americans (Rowman & Littlefield, 2006).

Pratkanis, Anthony and Elliot Aronson. Age of Propaganda: The Everyday Use and Abuse of Persuasion (W. H. Freedman, 1991).

Scheuer, Jeffrey. The Sound Bite Society: Television and the American Mind (New York: Four Walls Eight Windows, 1999).

**You can access the following articles via the library reserves or CourseWorks:**

Richard Kaplan, "The News about New Institutionalism: Journalism's Ethic of Objectivity and Its Political Origins." Political Communication 23 (2006): 173-185.

Adam Shehata, "Facing the Muhammad Cartoons: Official Dominance and Even-Driven News in Swedish and American Elite Press." The Harvard International Journal of Press/Politics 12 (4) (Fall 2007).

Sally Hughes and Chappell Lawson, "The Barriers to Media Opening in Latin America." Political Communication 22 (2005): 9-25.

Hussein Amin, "Freedom as a Value in Arab Media: Perceptions and Attitudes among Journalists." Political Communication 19 (3) (2002): 125-135.

Peter Dahlgreen, "The Internet, Public Spheres, and Political Communication: Dispersion and Deliberation." Political Communication 22 (2) (2005): 147-162.

Daniel W. Drezner and Henry Farrel, "The Power and Politics of Blogs." Unpublished Paper presented at the annual meeting of APSA, 2004.

Robert Eisinger et al., "What Media Bias? Conservative and Liberal Labeling in Major U.S. Newspapers." Press/Politics 12(1) (2007): 17-36.

Jesper Stroembaeck and Daniela Dimitrova, "Political Media Systems Matter: A Comparison of Election News Coverage in Sweden and the United States." Press/Politics 11(4) (Fall 2006), 131-147.

James N. Druckman, "Media Matter: How Newspapers and Television News Cover Campaigns and Influence Voters." Political Communication 22 (3) (2005), 463-81,

Geoffrey Baym, "The Daily Show: Discursive Integration and the Reinvention of Political Journalism." Political Communication 23 (3) (2005): 259-276.

David J. Jackson and Thomas I.A. Darrow, "The Influence of Celebrity Endorsements on Young Adults' Political Opinions." Press/Politics 10(3): 80-98.

David Domke et al., "Going Public as Political Strategy: The Bush Administration, an Echoing Press, and Passage of the Patriot Act." Political Communication 23 (3) (2006): 291-312.

Nacos, Bloch-Elkon, and Shapiro, "Prevention of Terrorism in Post-9/11 America: New Coverage, Public Perceptions, and the Politics of Homeland Security." Terrorism and Political Violence 20(1) (2008).

Ingrid A. Lehmann, "Exploring the Transatlantic Media Divide over Iraq." Press/Politics 10(1) (2005): 63-89.

Daniela V. Dimitrova et al., "War on the Web: The Immediate News Framing of Gulf War II." Press/Politics 10(1) (2005): 22-49.

Michel M. Haigh et al., "A Comparison of Embedded and Nonembedded Print Coverage of the U.S. Invasion and Occupation of Iraq." Press/Politics 11(2) (2006): 139-153.

I will e-mail you the file of the following article:

Nacos, Bloch-Elkon, and Shapiro, "Prevention of Terrorism in Post-9/11 America: New Coverage, Public Perceptions, and the Politics of Homeland Security." Terrorism and Political Violence 20(1) (2008).