

**Mass Media and Politics
Winter 2007**

Political Science 102F Professor S. Popkin (Spopkin@ucsd.edu)
Social Sciences Building, 353 Wed. 12 – 2:50
Office Hours: Wednesday 3:15 – 5:15 SSB Room 396

The grade for this course is based on a research paper, two short papers, and class participation. **Permission of the instructor is required**

Required Book -- The following book is available at the UCSD Bookstore:

Michael Schudson *Discovering the News*

Readings. All the articles to be assigned will be available on a CD for students to copy. If additional readings are assigned I will email them to everyone in the class.

Reading Assignments (Subject to Change)

January 10

Pool, Technologies without boundaries, Ch. 1, excerpt, Ch. 6

Popkin, Review Essay: Changing Media, Changing Politics

Popkin, Delegation, Representation and News

January 17

Eisenstein, The printing press as an agent of change, Ch. 3, Ch 6

Schudson, Discovering the news, Ch. 2, Ch. 3

Gentzkow et al., The Rise Of The Fourth Estate

Ritchie, Congress and the Washington correspondents, Ch. 2, "Horace Greeley"

January 24

Hamilton, Media Competition and News Content

Viguerie and Franke, America's right turn, 213-236

Taniguchi, Changing Media, Changing Politics in Japan

Heale, David Crockett and the Myth of the Self-Made Man

January 31

Galbi, New Significance of Branding

Galbi, Some Economics of Personal Activity

Galbi, Communications Policy, Media Development, and Convergence

Lazarsfeld, The Daily Newspaper and Its Competitors

February 7

Chwe, Rational ritual, Chs. 1,2,4

Wright, The Kingdom of Silence

Singer, What happens when a high-school weekly is the only newspaper in town

February 14

Czitrom, Media and the American mind, Ch. 1

Standage, The Victorian Internet, Ch. 1,3,9

February 21

Marquis, The Impact of Radio during the 1930s

Czitrom, Media and the American mind, Ch. 3

Ellis, Accepting the Nomination

Gamm and Smith, Presidents, parties and the Public

February 28

Bahry, The New Arab media Phenomenon: Qatar's Al-Jazeera

Lynch, America and the Arab Media Environment

Lynch, Shattering the "Politics of Silence

Baum, Soft News and Foreign Policy

March 7

Class Presentations

March 14

Class Presentations

Readings

- Bahry, Louay (2001). "The New Arab media Phenomenon: Qatar's Al-Jazeera." Middle East Policy VIII(2): 88-99.
- Baum, Matthew A. (2006). "Soft News and Foreign Policy: How Expanding the Audience Changes the Policies."
- Chwe, Michael Suk-Young (2001). Rational ritual : culture, coordination, and common knowledge. Princeton, N.J., Princeton University Press
- Czitrom, Daniel J. (1982). Media and the American mind : from Morse to McLuhan. Chapel Hill, University of North Carolina Press
- Eisenstein, Elizabeth L. (1979). The printing press as an agent of change : communications and cultural transformations in early modern Europe. Cambridge Eng. ; New York, Cambridge University Press
- Ellis, Richard (1998). Accepting the Nomination: From Martin Van Buren to Franklin Delano Roosevelt. Speaking to the people : the rhetorical presidency in historical perspective. Richard Ellis. Amherst, University of Massachusetts Press: 112-133.
- Galbi, Douglas A. (2001). "Communications Policy, Media Development, and Convergence."
- (2001). "The New Business Significance of Branding."
- (2001). "Some Economics of Personal Activity and Implications for the Digital Economy."
- Gamm, Gerald and Renée M. Smith (1998). Presidents, parties and the Public: Evolving Patterns of Interaction, 1877 -- 1929. Speaking to the people : the rhetorical presidency in historical perspective. Richard Ellis. Amherst, University of Massachusetts Press: 87-111.
- Gentzkow, Matthew, Edward L. Glaeser and Claudia Goldin (2004). "The Rise Of The Fourth Estate: How Newspapers Became Informative And Why It Mattered."
- Hamilton, James (2006). "News That Sells: Media Competition and News Content."
- Heale, M. J. (1973). "The Role of the Frontier in Jacksonian Politics: David Crockett and the Myth of the Self-Made Man." The Western Historical Quarterly 4(4): 405-423.
- Lazarsfeld, Paul F. (1942). "The Daily Newspaper and Its Competitors." Annals of the American Academy of Political and Social Science 219: 32-43.
- Lynch, Marc (2004). America and the Arab Media Environment. Engaging the Arab and Islamic Worlds Through Public Diplomacy. William A. Rugh. Washington, D.C., The Public Diplomacy Council: 90-108.
- (2004). "Shattering the "Politics of Silence:" Satellite Television Talk Shows and the Transformation of Arab Political Culture." Arab Reform Bulletin 2(11).
- Marquis, Alice Goldfarb (1984). "Written on the Wind: The Impact of Radio during the 1930s." Journal of Contemporary History 19(3): 385-415.
- Pool, Ithiel de Sola (1990). Technologies without boundaries : on telecommunications in a global age. Cambridge, Mass., Harvard University Press
- Popkin, Samuel L. (2006). "Changing Media and Changing Political Organization: Delegation, Representation and News."
- (2006). "Review Essay: Changing Media, Changing Politics." Perspectives on Politics 4(2): 327-341.
- Ritchie, Donald A. (1991). Press gallery: Congress and the Washington correspondents.

- Cambridge, Mass., Harvard University Press
- Schudson, Michael (1978). Discovering the news : a social history of American newspapers. New York, Basic Books
- Singer, Mark. 2003. "What happens when a high-school weekly is the only newspaper in town." *The New Yorker*, January 13.
- Standage, Tom (1999). The Victorian Internet : the remarkable story of the telegraph and the nineteenth century*s on-line pioneers. New York, N.Y., Berkley Books
- Taniguchi, Masaki (2006). "Changing Media, Changing Politics in Japan."
- Viguerie, Richard A. and David Franke (2004). America's right turn : how conservatives used new and alternative media to take power. Chicago, Bonus Books
- Wright, Lawrence. 2004. "The Kingdom of Silence: A job at a Saudi newspaper offers a rare look inside a closed society." *The New Yorker*, January 5.