

<b>Identification</b>	<b>Subject (code, title, credits)</b>	<b>PSIR 205: Political Communication</b> 6 ECTS credits 15 Weeks, 60 Hours
	<b>Department</b>	Department of Political Science and Philosophy
	<b>Level</b>	Undergraduate
	<b>Term</b>	Fall 2022
	<b>Instructor</b>	Kaklik Karimli
	<b>E-mail:</b>	kaklik.karimli@gmail.com
	<b>Classroom/hours</b>	11 Mehseti str. (Neftchilar campus), Room: TBD Friday 08:30-10:00; 10:10-11:40
	<b>Office hours</b>	Saturdays 12:00-14:00 (online, by appointment)
<b>Prerequisites</b>	None	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Compulsory	
<b>Required textbooks and course materials</b>	<p>McNair, B. (2017). <i>An introduction to political communication</i>. Routledge.</p> <p>Norris, P. (2000). <i>A virtuous circle: Political communications in postindustrial societies</i>. Cambridge University Press.</p> <p>All reading materials will be available at:  <a href="https://drive.google.com/drive/folders/1s7Oj4sY2IGikt7KvQb96mnQcjo7Kulva?usp=sharing">https://drive.google.com/drive/folders/1s7Oj4sY2IGikt7KvQb96mnQcjo7Kulva?usp=sharing</a></p>	
<b>Course outline</b>	<p>This course examines the relationship between the media, politics and the public. It is my goal to introduce you to the core concepts that will help you bridge your field of study from the perspective of communication and media in this interdisciplinary field. Topics to be covered include the history of the mass media, recent trends in the media, theories of media effects, the implications for politics of changes in media (e.g., the rise of the Internet and social media), the ways in which the news shapes the public's perceptions of the political world, campaign communication, the influence of the media on public policy, and the general role of the media in the political process.</p>	
<b>Course objectives</b>	<p>By the end of this course, it is my goal that you will accomplish the following:</p> <ul style="list-style-type: none"> <li>- Increase the theoretical and practical understanding on the relationships between media and politic</li> <li>- Improve the media literacy skills and become more critical consumers of political contents and rhetorical discourse.</li> </ul>	
<b>Learning outcomes</b>	<p>By the end of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>- Identify and explain key concepts in political communication and apply that knowledge to communicative situations occurring in the public sphere;</li> <li>- Recognize, define, and analyze how political content shape individual perception and public understanding;</li> <li>- Compare the persuasiveness of political actions, and evaluate and differentiate the bias in political consumerism.</li> <li>- Develop technical and soft skills by exercising group and individual</li> </ul>	

	projects.		
<b>Evaluation</b>	<b>Methods</b>	<b>Date/deadlines</b>	<b>Percentage (%)</b>
	<b>Midterm evaluation</b>	To be determined by the Dean's Office	30%
	<b>Attendance</b>		5%
	<b>Active participation in debate and group discussions</b>		5%
	<b>Two Assignments</b>	10% - Individual work- Hate speech Analysis Project  10% - Group work - Fact checking of the Media Content	20%
	<b>Final exam</b>	To be determined by the Dean's Office	40
	<b>Total</b>		100
<b>Policy</b>	<p><b>Course requirements:</b></p> <p>Attendance at lectures and seminars, active and meaningful participation in conducted sessions, reading of assigned materials before class meetings are the main requirements for this class. The final grade will be based on attendance (5%), active participation in debate and group discussions (5%), two assignments (10% each), midterm exam (30%) and final exam (40%). Reading materials will be available in Google Drive,</p> <p><b>Attendance</b> – Attendance is mandatory, and the students will be asked to sign the attendance sheet in class. Excuse for absence <u>should be informed a day before the class</u>. Unexcused absences will result in deductions of participation points (2 absences equal to and lead to 1-point deduction out of 5 overall attendance points). Missing 50% (eight) or more class meetings without a valid excuse (health issue or family emergency) will automatically end up getting “F” for this course. More than mere attendance, students are expected to actively participate in the classes, ask and answer questions in the course of our discussions.</p> <p><b>Office Hours</b> - I will hold regular office hours (see above) during which I encourage you to contact me to discuss course-related matters. If your schedule does not permit contacting me during the formal office hours, please let me know and I will attempt to arrange an alternative time by appointment. Please do take advantage of this resource to ask questions or clarification, seek additional information, and so forth. It is my job to make sure that you have every opportunity to learn the course material, and I will make every effort to do so. But it is also incumbent upon you to seek help when you think you need it. If you do not seek input when your grades indicate you need it, there is little I can do to help you.</p> <p><b>Student Use of Technology in the Classroom</b> - Although I believe the use of laptops or tablets can be used for productive purposes in class, they primarily serve as distractions – both to those who use them, and those</p>		

	<p>nearby. Usage of laptop in a responsible manner is acceptable, however usage of the device in a manner that is distracting to others (using email or social media, watching movies, playing games, online shopping) will not be acceptable, and the class attendance points for that day scored as zero. Usage of <u>cellphone is banned</u> in this class: those who use cellphones in class will lost any class participation credit earned in the class that day.</p>
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**Tentative Schedule**

<b>Date/Day</b> (subject to change if necessary, on holidays)	<b>Topics</b>	<b>Readings</b>
<b>Week 1</b>	Introduction to the course: The elements and political actors of Political Communication	McNair, "Introduction to Political Communication", pp. 3-15.
<b>Week 2</b>	Overview of Political Communication Research	Norris (2000) Ch. 2-3: "Evaluating Media Performance" and "Understanding Political Communications", pp. 22-63.
<b>Week 3</b>	The influence of Media on public attitude	<p>Graber and Dunaway, Chapter 10, "Media Influence on Attitudes and Behavior," pp. 272-308.</p> <p>Baum, Matthew A. and Phil Gussin. 2007. "In the Eye of the Beholder: How Information Shortcuts Shape Individual Perceptions of Bias in the Media." <i>Quarterly Journal of Political Science</i>. 3:1: 1-31.</p>
<b>Week 4</b>	The media as political actors	<p>McNair, "Introduction to Political Communication", pp. 67-83.</p> <p>Perloff, R. M. (2021). The dynamics of political communication: Media and politics in a digital age. Routledge. Ch.4</p> <p>Recommended Viewing: <i>All the President's Men</i> (1976). Through investigative journalism, two Washington Post reporters uncover the Watergate affair and bring down President Nixon's men.</p>
<b>Week 5</b>	Political communication in Digital age	<p>Bennett, W. Lance. 2012. The Personalization of Politics: Political Identity, Social Media, and Changing Patterns of Participation. <i>Annals of the American Academy of Political and Social Science</i> 644:1: 20-39.</p> <p>Tufekci, Z. &amp; Wilson, C. (2012). Social media and the decision to participate in political protest: Observations from Tahrir Square. <i>Journal of Communication</i>, 62(2), 363-379.</p> <p><i>Additional reading:</i></p> <p>Lim, M. (2012). Clicks, cabs, and coffee houses: Social</p>

		media and oppositional movements in Egypt, 2004-2011. <i>Journal of Communication</i> , 62(2), 231- 248.
<b>Week 6</b>	<p>Propaganda and Misinformation</p> <p>Assignment: Group work - Fact checking of the Media Content</p>	<p>Bode, Leticia, and Emily K. Vraga. 2015. "In Related News, That Was Wrong: The Correction of Misinformation Through Related Stories Functionality in Social Media," <i>Journal of Communication</i> 65(4): 619-38.</p> <p>Kingsepp, Eric J. and Kingsepp, Eric J., Propaganda as an Instrument of Statecraft: Two Case Studies (April 25, 2008). Propaganda as an Instrument of Statecraft, pp. 1-10, 2008, Available at SSRN: <a href="https://ssrn.com/abstract=2285151">https://ssrn.com/abstract=2285151</a></p> <p>Additional recommended website to visit, and related paper to read:</p> <p><a href="https://www.infowars.com">https://www.infowars.com</a></p> <p>Van den Bulck, H., &amp; Hyzen, A. (2020). Of lizards and ideological entrepreneurs: Alex Jones and Infowars in the relationship between populist nationalism and the post-global media ecology. <i>International communication gazette</i>, 82(1), 42-59.</p>
<b>Week 7</b>	Media and Political Campaigns	<p>Paletz, D. L., Owen, D. M., &amp; Cook, T. E. (2013). <i>American government and politics in the information age</i>. Flat World Knowledge. Ch. <u>11.2 Media and Election Campaigns</u>. (<a href="https://saylordotorg.github.io/text_american-government-and-politics-in-the-information-age/s15-02-media-and-election-campaigns.html">https://saylordotorg.github.io/text_american-government-and-politics-in-the-information-age/s15-02-media-and-election-campaigns.html</a>)</p>
<b>Week 8</b>	New Media and Political Campaigns	<p>Paletz, D. L., Owen, D. M., &amp; Cook, T. E. (2013). <i>American government and politics in the information age</i>. Flat World Knowledge. Ch.1.4 New Media (<a href="https://saylordotorg.github.io/text_american-government-and-politics-in-the-information-age/s05-04-new-media.html">https://saylordotorg.github.io/text_american-government-and-politics-in-the-information-age/s05-04-new-media.html</a>)</p> <p>Owen, D. (2014). New media and political campaigns.</p> <p>Perloff, R. M. (2021). The dynamics of political communication: Media and politics in a digital age. Routledge. Ch.8 and Ch.10</p> <p>Recommended Viewing: The Social Network (2010). A fascinating account, partly factual and partly fictional, of the founding of Facebook.</p>
<b>Week 9</b>	Political advertising	<p>McNair, "Introduction to Political Communication", pp. 85-90.</p> <p>Jacobson, G. C. (2015). How do campaigns matter?</p>

		Annual Review of Political Science, 18, 31–47. doi: 10.1146/annurev-polisci-072012-113556
<b>Week 10</b>	Political rhetoric and hate speech	<p>Condor, Tileaga, and Bilig (2013), “Political rhetoric” In Sears (chapter 9), (pp. 276-297).</p> <p>When politicians use hate speech, political violence increases: <a href="https://theconversation.com/when-politicians-use-hate-speech-political-violence-increases-146640">https://theconversation.com/when-politicians-use-hate-speech-political-violence-increases-146640</a></p>
<b>Week 11</b>	<p>Media and Public Policy: Framing and Agenda-setting</p> <p>Assignment: Individual work- Hate speech Analysis Project</p>	<p>Graber &amp; Dunaway, Chapter 6, “The Media and Policy Makers,” pp. 142-172</p> <p>King, Gary, Benjamin Schneer, and Ariel White. 2017. “How the news media activate public expression and influence national agendas,” <i>Science</i> 358(6364) 776-780</p> <p>Yanovitzky, Itzhak and Matthew S. Weber. 2019. “News Media as Knowledge Brokers in Public Policymaking Processes,” <i>Communication Theory</i>, 29(2): 191–212.</p>
<b>Week 12</b>	The Impact of Regime Type on Media	<p>Chalaby, Jean K.: Public Communication in Totalitarian, Authoritarian and Statist Regimes: A Comparative Glance. In: Kirill Postoutenko (Hg.): Totalitarian Communication – Hierarchies, Codes and Messages. Bielefeld: transcript 2010, S. 67–89. DOI: <a href="https://doi.org/10.25969/mediarep/12402">https://doi.org/10.25969/mediarep/12402</a></p> <p>The misuse of social media platforms and other communication channels by authoritarian regimes: Lessons learned, 3.3 Russia’s interventions in Georgia, pp.33-39. <a href="https://www.europarl.europa.eu/RegData/etudes/IDAN/2021/653658/EXPO_IDA(2021)653658_EN.pdf">https://www.europarl.europa.eu/RegData/etudes/IDAN/2021/653658/EXPO_IDA(2021)653658_EN.pdf</a></p>
<b>Week 13</b>	Gender and Political Communication	<p>Gender, Media and Elections (<a href="https://aceproject.org/ace-en/topics/me/default">https://aceproject.org/ace-en/topics/me/default</a>)</p> <p>Gendered Bodies: Considering the Sexual in Political Communication, Jimmie Manning Cady Short-Thompson, pp.251-267</p>
<b>Week 14</b>	A Comparative Perspective on Political Communication	<p>Iyengar &amp; McGrady (2007) Ch. 2: “The Press and the Democratic Process”</p> <p>Freedom House (2015) “Freedom of the Press 2015”</p>

<b>Week 15</b>	Student selection of topic. Recap	Will be provided based on the selected topic.
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