Identification	Subject (code, title, credits)	**PSIR 205 Political Communication** 3 ECTS credits
	Department	Department of Political Science and Philosophy
	Level	Undergraduate
	Term	Fall 2023
	Instructor	Kaklik Karimli
	E-mail:	kaklik.karimli@gmail.com
	Classroom/hours	11 Mehseti str. (Neftchilar campus), Room 303N Saturday 11.50-13.40
	Office hours	Saturdays 14:00 (by appointment)
Prerequisites	None	
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	McNair, B. (2017). *An introduction to political communication*. Routledge. Norris, P. (2000). *A virtuous circle: Political communications in postindustrial societies*. Cambridge University Press. All reading materials will be available at: https://drive.google.com/drive/folders/1s7Oj4sY2IGikt7KvQb96mnQcjo7Kulva?usp=sharing	
Course outline	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.	
Course objectives	By the end of this course, it is my goal that you will accomplish the following: Increase the theoretical and practical understanding on the relationships between media and politics. Improve the media literacy skills and become more critical consumers of political contents and rhetorical discourse.	
Learning outcomes	By the end of this course, you will be able to: Identify and explain key concepts in political communication and apply that knowledge to communicative situations occurring in the public sphere;	

	Recognize, define, and analyze how political content shape individual perception and public understanding; Compare the persuasiveness of political actions, and evaluate and differentiate the bias in political consumerism. Develop technical and soft skills by exercising group and individual projects.		
Evaluation	**Methods**	**Date/deadlines**	**Percentage (%)**
	Midterm evaluation	To be determined by the Dean's Office	30
	Attendance		5%
	Active participation in debate and group discussions		5%
	Two Assignments	10% - Individual work - Fact checking of the Media Content 10% - Individual work- Hate speech Analysis Project	20%
	Final exam	To be determined by the Dean's Office	40
	Total		100
Policy	**Course requirements:** 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. **Attendance** – Attendance is mandatory in this class. Excuse for absence should be informed a day before the class. 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 30% (nine) 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. **Office Hours** - 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.

Student Use of Technology in the Classroom - 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 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.

Tentative Schedule

Date/Day (subject to change if necessary, on holidays)	Topics	Readings
Week 1	Introduction to the course: The elements and political actors of Political Communication	McNair, "Introduction to Political Communication", pp. 3-15.
Week 2	Overview of Political Communication Research	Kaid, L. L. (Ed.). (2004). Handbook of political communication research. Routledge. Ch.1 (pp.3-17) and Ch.3 (45-69)
Week 3	The influence of Media on Public attitude	Graber and Dunaway, Chapter 10, "Media Influence on Attitudes and Behavior," pp. 272-308. Baum, Matthew A. and Phil Gussin. 2007. "In the Eye of the Beholder: How Information Shortcuts Shape Individual Perceptions of Bias in the Media." *Quarterly Journal of Political Science*. 3:1: 1-31.
Week 4	Media as a Political Actor	McNair, The media as political actors, pp. 289-303. Benjamin I. Page. The Mass Media as Political Actors Recommended Viewing: *All the President's Men (1976)*. Through investigative journalism, two Washington Post reporters uncover the Watergate affair and bring down President Nixon's men.
Week 5	Political Communication in Digital Age	Ralph Schroeder, Book Title: Social Theory after the Internet, Ch. *Media systems, digital media and politics*, pp.

| | | Paletz, D. L., Owen, D. M., & Cook, T. E. (2013). *American government and politics in the information age*. Flat World Knowledge. Ch.1.4 New Media (https://saylordotorg.github.io/text_american-government-and-politics-in-the-information-age/s05-04-new-media.html)

Tufecki, Z. & Wilson, C. (2012). Social media and the decision to participate in political protest: Observations from Tahrir Square. *Journal of Communication, 62(2),* 363-379.

Additional reading:

Lim, M. (2012). Clicks, cabs, and coffee houses: Social media and oppositional movements in Egypt, 2004-2011. *Journal of Communication, 62(2*), 231- 248. |
|---|---|---|
| **Week 6** | Propaganda

Assignment: Fact checking of the Media Content | Smith, B. Lannes (2021, January 24). propaganda. Encyclopedia Britannica. https://www.britannica.com/topic/propaganda

Sproule, J. M. (2001). Authorship and origins of the seven propaganda devices: A research note. *Rhetoric & Public Affairs*, *4*(1), 135-143.

Woolley, S. C., & Howard, P. (2017). Computational propaganda worldwide: Executive summary.

Introduction: Computational Propaganda Worldwide
Russia: The Origins of Digital Misinformation

Additional recommended website to visit, and related paper to read:

https://www.infowars.com

Van den Bulck, H., & Hyzen, A. (2020). Of lizards and ideological entrepreneurs: Alex Jones and Infowars in the relationship between populist nationalism and the post-global media ecology. *International communication gazette*, *82*(1), 42-59. |
| **Week 7** | Misinformation and Disinformation | Dean Jackson, *Issue Brief: Distinguishing Disinformation From Propaganda, Misinformation, And "Fake News",* International Forum for Democratic Studies. |

		Freelon, D., & Wells, C. (2020). Disinformation as political communication. *Political Communication*, *37*(2), 145-156.
Week 8	Media and Political Campaigns	Owen, D. (2014). New media and political campaigns. Perloff, R. M. (2021). The dynamics of political communication: Media and politics in a digital age. Routledge. Ch.8: Presidential Election Campaigns Past and Present Additional recommended Reading and Film: Paletz, D. L., Owen, D. M., & Cook, T. E. (2013). *American government and politics in the information age*. Flat World Knowledge. Ch. 11.2 Media and Election Campaigns. (https://saylordotorg.github.io/text_american-government-and-politics-in-the-information-age/s15-02-media-and-election-campaigns.html) The Social Network (2010). A fascinating account, partly factual and partly fictional, of the founding of Facebook.
Week 9	Political advertising	McNair, "Introduction to Political Communication", pp. 85-100. Additional Reading: Jacobson, G. C. (2015). How do campaigns matter? Annual Review of Political Science, 18, 31–47. doi: 10.1146/annurev-polisci-072012-113556 Recommended link to visit: Political Advertising Archives: http://www.livingroomcandidate.org
Week 10	Political rhetoric and Hate speech	Political Rhetoric: 5. The Three Means of Persuasion: https://plato.stanford.edu/entries/aristotle-rhetoric/#DefiRhet Chapter 1. What is Hate Speech?: https://plato.stanford.edu/entries/hate-speech/ When politicians use hate speech, political violence increases:

		https://theconversation.com/when-politicians-use-hate-speech-political-violence-increases-146640
Week 11	Media and Public Policy: Framing and Agenda-setting Assignment: Individual work- Hate speech Analysis	Iyengar, S., & McGrady, J. (2007). *Media politics: A citizen's guide*. New York: ww Norton, pp. 254-273. Additional Readings: King, Gary, Benjamin Schneer, and Ariel White. 2017. "How the news media activate public expression and influence national agendas," *Science* 358(6364) 776-780 Yanovitzky, Itzhak and Matthew S. Weber. 2019. "News Media as Knowledge Brokers in Public Policymaking Processes," *Communication Theory*, 29(2): 191–212.
Week 12	The Impact of Regime Type on Media	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: https://doi.org/10.25969/mediarep/12402. 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. https://www.europarl.europa.eu/RegData/etudes/IDAN/2021/653658/EXPO_IDA(2021)653658_EN.pdf
Week 13	Gender and Political Communication	Gender, Media and Elections (https://aceproject.org/ace-en/topics/me/default) Gendered Bodies: Considering the Sexual in Political Communication, Jimmie Manning Cady Short-Thompson, pp.251-267
Week 14	A Comparative Perspective on Political Communication	Iyengar & McGrady (2007) Ch. 2: "The Press and the Democratic Process" Freedom House (2015) "Freedom of the Press 2015"
Week 15	Student selection of topic. Recap	Will be provided.