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國立中山大學政治學研究所
政治傳播
Political Communication

Spring 2010 (982)

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Instructor: Prof. Frank C. S. Liu 劉正山
Time: W 13:10 - 16:00   Office Hours: T & R 4-6pm or by appointment
Classroom: 社 3010-2   E-mail: csliu@faculty.nsysu.edu.tw
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Online Classroom: http://cu2.nsysu.edu.tw/
Course Syllabus: http://www2.nsysu.edu.tw/politics/liu

Course Description

The mass media, including the Internet, play a critical role of shaping public opinion and voting behavior. This course is designed to introduce political communication–newly emerging subfield in the discipline. In this course, students are guided to learn, as well as expected to become familiar with critical theories in this field, such as the spiral of silence, agenda-setting, framing effects, third-person effects, etc. The focus of discussion in this semester, in particular, are selective procedures and how such theories shed light on our understanding partisan voters and non-partisan voters.

** Note: Due to my frequent international travel this semester, I plan to hold some sessions online if it is necessary. So, students are required to get familiar with the virtual class system (and later the video confeence system) provided by the university.

Course Texts and Readings

The course requires active prticipation in reading and discussing assigned papers. Most articles are available on university's electronic journal archives. A copy of required book chapters and some journal articles that are not available in the library or databases (marked with ** in the end of the entry) will be available by request. You can also make a good use of university's interlibrary loan system.

Grading Policy

Requirement	% of Grade
Participation (online and off line)	20
Three reaction papers	30
Research paper	50
Total	100

- Class participation (20%): Involvement in class discussion include your attendance, questions provided for discussion, and respondances to questions. You are asked to read through the given materials and bring thoughts to the class.

- Reaction papers (30%): You are free to pick up three topics to write reaction papers in the beginning of the semester and write papers that each has at least five pages, doubled spaced (no less than four and

not longer than six pages). Reaction papers should demonstrate your (re)organization of the assigned readings and your thoughts (evaluation or critiques) about the papers. *Papers that simply summarize the assigned readings will be returned for rewriting.* Bonus points will be given to papers with extended (self-selected) readings that help develop arguments or clarify points.

- Research paper (50%): Research paper, **due on *June 16* (5pm)**, is your "free-style" research work. Ideally, it is a part of your dissertation, research proposal, or research of your interest. It should be a semester-long project and shows how your thoughts or ideas learned in this class are integrated into your ongoing project. You need to consult me first if you want to write something beyond the scope of this class. You can extend your reaction papers into a term paper, but there is no need to do so. Your research paper should be at least fifteen- page long (double-spaced) in English, or twenty-five-page long in Chinese. Papers are graded based on the importance and originality of the topic, the choice and organization of literature (there should be at least ten journal articles or book or book chapters), your methodology, the presentation of your findings, the interpretation of your results, and overall format format (use APA style). A research paper that is qualified for a conference presentation will get 85; 95 for submitting to a journal.

- All papers are due in class. The term paper is due in the beginning of the last class. Note that *I do not give "I" for incomplete works*. Make sure you manage your time well and turn in the hot copies of the papers before the deadlines. The cover page of papers should include the following information: class name, author's full name and student id, paper type (mid-term paper or final term paper), turn-in date, and contact information.

Weekly Schedule

[Feb. 24] Class will formally start on March 3.

[March 3] Introdcution

[March 5 & 10] Field Overview

- Required:

  - Graber, D.A. & Smith, J. (2005). Political communication faces the 21st century. Journal of Communication, 55 (3) , 479-507.
  - McKenna, Laura & Pole, Antoinette (2008). What do bloggers do: an average day on an average political blog. Public Choice. 134 (1-2): 97-108.

- Supplemental:

  - McNair, Brian (2007). An introduction to Political Communication. Routledge.
  - Powell, L. & Cowart, J. (2003). Political Campaign Communication: Inside and Out. Boston, MA : Allyn & Bacon. Skim Chapters 1, 2, 5, 11, and 13.
  - Benoit, W. L. (2006). Voters: Campaign messages and election outcome. Communication in Political Campaigns., 213-238. New York, NY: Peter Lang Publishing.
  - Norris, P. (2000). A Virtuous Circle: Political Communications in Postindustrial Societies (Communication, Society and Politics). London: Cambridge University Press. Read Chapters 3, 10, and 14

[March 17] Partisanship and Belief Systems

- Required:

  - Goren, Paul (2005). Party identification and core political values. American Journal of Political Science. 49 (4): 881-896.
  - Kinder, Donald R. (2006). Belief systems today. Critical Review. 18 (1-3): 197-216.

- Supplemental:

– Klapper, Joseph T. (1960). The Effects of Mass Communication. Glencoe, Ill.: Free Press.**

– Converse, Philip (1964). Apter, David (Ed.) The nature of belief systems in mass publics. Ideology and Discontent. New York: Free Press.: 206-261.**

– Johnston, Richard (2006). Party identification: Unmoved mover or sum of preferences?. Annual Review of Political Science. 9: 329-351.

[March 24] Selective Processes and the Mind

- Required:

  – Monroe, Kristen Renwick, Hankin, James & Van Vechten, Renee Bukovchik (2000). The psychological foundations of identity politics. Annual Review of Political Science. 3: 419-447.

  – Rubin, Alan (2002). The uses-and-gratifications perspective of media effects. in Bryant, Jennings & Zillmann, Dolf (Eds.) Media effects: Advances in theory and research. Mahwah, NJ: L. Elbaum Associates.: 525-548.**

  – Graf, Joseph & Aday, Sean (2008). Selective attention to online political information. Journal of Broadcasting & Electronic Media. 52 (1): 86-100.

[March 31 & April 7] Political Discussion Networks, Opinion Expression, and Political Orientation

- Note: The class of March 31 is a make-up class for April 28 when I will be travelling.

- Required:

  – Cardon, Peter W., Marshall, Bryan, Norris, Daniel T., Cho, Juyun, Choi, Jeongil, Cui, Lixin, Collier, Caroline, El-Shinnaway, Maha M., Goreva, Natalya, Nillson, Stefan, North, Matthew, Raungpaka, Voraphan, Ravid, Gilad, Svensson, Lars, Usluata, Ayseli, Valenzuala, Juan Pablo, Wang, Sujie & Whelan, Catherine (2009). Online and offline social ties of social network website users: An exploratory study in eleven societies. Journal of Computer Information Systems. 50 (1): 54-64.

  – Feldman, Lauren & Price, Vincent (2008). Confusion or enlightenment? How exposure to disagreement moderates the effects of political discussion and media use on candidate knowledge. Communication Research. 35 (1): 61-87.

  – Ho, Shirley S. & McLeod, Douglas M. (2008). Social-psychological influences on opinion expression in face-to-face and computer-mediated communication. Communication Research. 35 (2): 190-207.

  – Rojas, Hernando (2008). Strategy versus understanding: How orientations toward political conversation influence political engagement. Communication Research. 35 (4): 452-480.

  – Shen, Fei, Wang, Ning, Guo, Zhongshi & Guo, Liang (2009). Online network size, efficacy, and opinion expression: Assessing the impacts of internet use in China. International Journal of Public Opinion Research. 21 (4): 451-476.

- Supplemental:

  – Binder, Andrew R., Dalrymple, Kajsa E., Brossard, Dominique & Scheufele, Dietram A. (2009). The soul of a polarized democracy testing theoretical linkages between talk and attitude extremity during the 2004 presidential election. Communication Research. 36 (3): 315-340.

  – Compton, Josh & Pfau, Michael (2009). Spreading Inoculation: Inoculation, Resistance to Influence, and Word-of-Mouth Communication. Communication Theory. 19 (1): 9-+.

  – Hayes, Andrew F., Scheufele, Dietram A. & Huge, Michael E. (2006). Nonparticipation as self-censorship: Publicly observable political activity in a polarized opinion climate. Political Behavior. 28 (3): 259-283.

  – Lee, Francis L. F. (2005). The impact of ordinary political conversation on public opinion expression: Is existence of discord necessary? Journalism & Mass Communication Quarterly. 82 (4): 891-909.

- Nisbet, Matthew C. & Scheufele, Dietram A. (2004). Political talk as a catalyst for online citizenship. Journalism & Mass Communication Quarterly. 81 (4): 877-896.
- Noelle-Neumann, Elisabeth & Petersen, Thomas (2004). The Spiral of Silence and the Social Nature of Man. in Kaid, Lynda Lee (Eds.), Handbook of Political Communication Reseasrch. Mahwah, NJ: Lawrence Erlbaum Associates.: 339-356.**
- Zhang, Weiwu, Johnson, Thomas J., Seltzer, Trent & Bichard, Shannon L. (2010). The revolution will be networked: The influence of social networking sites on political attitudes and behavior. Social Science Computer Review. 28 (1): 75-92.**

[April 14 & May 5] Media Effects Reconsidered

- No class on April 21 (the mid-term exam week) and April 28. Work on your research paper and discuss online.

- Research topics may be assigned on April 14. Studnets are expected to orally present *and defend* their choices of research topics on May 5. Discussion about this assignment in the virtual classroom during these two weeks are welcomed.

- Required:

  - Gurevitch, Michael, Coleman, Stephen & Blumler, Jay G. (2009). Political communication: Old and new media relationships. Annals of the American Academy of Political and Social Science. 625: 164-181.**
  - Besley, John C. (2006). The role of entertainment television and its interactions with individual values in explaining political participation. Harvard International Journal of Press-politics. 11 (2): 41-63.
  - Kim, Sei-Hill (2008). Testing the knowledge gap hypothesis in South Korea: Traditional news media, the Internet, and political learning. International Journal of Public Opinion Research. 20 (2): 193-210.
  - Leung, Louis (2009). User-generated content on the internet: an examination of gratifications, civic engagement and psychological empowerment. New Media & Society. 11 (8): 1327-1347.

- Supplemental:

  - Buente, Wayne & Robbin, Alice (2008). Trends in Internet information behavior, 2000-2004. Journal of the American Society For Information Science and Technology. 59 (11): 1743-1760.

[May 12, 19 & May 26] ICT Effects Reconsidered

- Required:

  - Miura, Asako & Yamashita, Kiyomi (2007). Psychological and social influences on blog writing: An online survey of blog authors in Japan. Journal of Computer-mediated Communication. 12 (4): 15.
  - Johnson, Thomas J. & Kaye, Barbara K. (2009). In blog we trust? Deciphering credibility of components of the internet among politically interested internet users. Computers In Human Behavior. 25 (1): 175-182.
  - Hawn, Carleen (2009). Take two aspirin and tweet me in the morning: How twitter, facebook, and other social media are reshaping health care. Health Affairs. 28 (2): 361-368.
  - Correa, Teresa, Hinsley, Amber Willard & de Zuniga, Homero Gil (2010). Who interacts on the Web? The intersection of users' personality and social media use. Computers In Human Behavior. 26 (2): 247-253.**
  - De Zuniga, Homero Gil, Puig-I-Abril, Eulalia & Rojas, Hernando (2009). Weblogs, traditional sources online and political participation: an assessment of how the internet is changing the political environment. New Media & Society. 11 (4): 553-574.
  - Boulianne, Shelley (2009). Does internet use affect engagement? A meta-analysis of research. Political Communication. 26 (2): 193-211

- Rojas, Hernando & Puig-i-Abril, Eulalia (2009). Mobilizers mobilized: Information, expression, mobilization and participation in the digital age. Journal of Computer-mediated Communication. 14 (4): 902-927.
- Wojcieszak, Magdalena (2009). "Carrying online participation offline"-mobilization by radical online groups and politically dissimilar offline ties. Journal of Communication. 59 (3): 564-586.

- Supplemental:

  - Rohlinger, Deana A. & Brown, Jordan (2009). Democracy, action, and the internet after 9/11. American Behavioral Scientist. 53 (1): 133-150.**

[May 28 & June 9] Student Chosen Readings

- The course of June 2 is rescheduled to May 28.

- There is no course on June 16; research paper due on June 17 5pm.

- Required:

  - Kleinnijenhuis, Jan, van Hoof, Anita M. J. & Oegema, Dirk (2006). Negative news and the sleeper effect of distrust. Harvard International Journal of Press-Politics. 11 (2): 86-104.
  - Parkin, Michael (2010). Taking late night comedy seriously: How candidate appearances on late night television can engage viewers. Political Research Quarterly. 63 (1): 3-15.
  - Roskos-Ewoldsen, David R., Roskos-Ewoldsen, Beverly & Carpentier, Francesca R. (2002). Bryant, Jennings & Zillmann, Dolf (Eds.) Media priming: A synthesis. Media effects: Advances in theory and research. Mahwah, NJ: L. Elbaum Associates: 97-120.
  - Shah, Dhavan V. & Scheufele, Dietram A. (2006). Explicating opinion leadership: Nonpolitical dispositions, information consumption, and civic participation. Political Communication. 23 (1): 1-22.

[June 23] Online Discussion and Presentation of Student Research