



Tim Groeling  
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OH: Mon & Fri noon-1:30,  
Rolfe 2319

# Political Communication

Communication Studies 160 • Winter 2013

MWF 2-2:50, Haines A2

## Course Overview

This course considers the determinants of media content and the degree to which Americans' political opinions and actions are influenced by that content. Specific topics include

- the history of the news media
- recent media trends
- theories of attitude formation and change
- the nature of news
- the role of sources in the construction of the news
- the economics of news production and consumption
- the ways in which media shape public perceptions of the political world
- campaign communication, and
- the general role of the mass media in the democratic process.

## Course Readings

Readings for this class will consist of:

- A book (Groeling, Tim. 2010. *When Politicians Attack: Party Cohesion in the Media*. New York: Cambridge University Press), which can be purchased [online](#) or at the bookstore;
- A printed course reader available for \$80 from Course Reader Material (1080 Broxton Avenue -Main Entrance south of Weyburn & City of LA Parking on Broxton Ave.), and
- Online readings available through links found in this syllabus or on the course website. Note that you may need to use a VPN connection (see <http://www.bol.ucla.edu/services/vpn/>) or proxy server (<http://bol.ucla.edu/services/proxy/>) to view some of this content from computers outside the campus network.



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Note that further readings may be assigned as the course progresses via course announcements.

## Course Website

<https://moodle2.sscnet.ucla.edu/course/viewW-COMMST160-1>

Course: Political Communication 13

UCLA | CCLE COMMON COLLABORATION & LEARNING ENVIRONMENT

(Student) GROELING, TIM | [Help & Feedback](#) | [Logout](#)

Control Panel

Social Sciences

Fall 2012 - Finals week

Home ► My courses ► 13W-COMMST160-1

Site Info

- Week 1
- Week 2
- Week 3
- Week 4
- Week 5
- Week 6
- Week 7
- Week 8
- Week 9
- Week 10
- Show all
- Forums

Winter 2013 - COMM ST160-1 - GROELING

**Political Communication 13**

For course location and time see Registrar Listing: **COMM ST160-1**

For official course description, final exam code and other course information see: **COMM ST160-1**

Lecture, four hours; discussion, one hour. Study of nature and function of communication in political sphere; analysis of contemporary and historical communications within established political institutions; state papers; deliberative discourses; electoral campaigns. Letter grading.

Instructor	Email	Office	Office hours	Phone
GROELING, TIM	GROELING@COMMSTDS.UCLA.EDU			

Teaching Assistant	Email	Office	Office hours	Phone
GRAND, NOAH	ngrand@ucla.edu			

Announcements

Discussion forum

Settings

- Course administration
  - Grades
- Switch role to...
  - Return to my normal role
- My profile settings

Note that this site is running a beta version of the newest campus CCLE software, so there might be occasional outages or difficulties.

## Taking Notes: Lecture Outlines and Podcasts

All lecture materials for this class will be available in two electronic formats:



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- I. **PDF files showing the Keynote slides presented in lecture.** I strongly encourage students to bring printouts of the slides or use pdf annotation software to assist in their note-taking during lecture. The slides will be available online at least three hours before each class and will be stored in the Announcements section of the website.
- II. **Podcasts of course lectures.** An enhanced podcast consists of images of slides from my presentation synchronized to an audio recording of the lecture. The ideal use of these podcasts is to facilitate review for exams: I suggest reviewing your notes on paper first, and then refer to the lecture podcasts for clarification of particularly confusing slides or sections of the lecture. The podcasts will also be useful for students who were unable to attend a particular lecture. Note that there will be occasional glitches or missing recordings. Podcasts will be stored in the class discussion forum on the course website.

## Grading

Grades for this course will be calculated from four basic types of assignments:

- **Exams:** 48% of grade, from three separate exams (16 points each). Each exam will be composed of a mixture of a mix of take-home essays (format to be discussed in class) and an in-class shorter-answer exam. The final exam will occur during finals week and will be identical in format to the prior two tests.
- **Reading quizzes:** 5% of grade, Throughout the quarter, I will use the iClicker system to test whether students have completed and understood reading assignments. Each quiz will count as a half point toward this score, with incorrect answers counting as zero.
- **Participation:** 12% of grade. Active participation in the class is essential. Some of the material for this class will only be covered in lecture. Peer-evaluations of the commercial projects (see below) will count as three of the credits. In-class clicker surveys, suggesting exam questions, and other announced activities generally convey a half point of credit apiece.
- **Commercial Project:** 35% of grade. This project will give students insight into the respective roles of sources and the news media in producing political communication. It will also familiarize students with practical methods of video production. The instructions for this project will be distributed separately. Storyboards will count as 5% of your final grade, while the final video project will be 30%.



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## Class Policies

Grade appeals should only be pursued if a student believes that he/she has received an incorrect grade or that non-academic criteria have been used in determining his/her grade in a course. Grade appeals will include a complete copy of the entire exam and a single typed page that specifically identifies the grading item in question and presents a reasoned argument that the item fits the appeal criteria above. The TA for the class (Noah Grand [ngrand@ucla.edu](mailto:ngrand@ucla.edu)) will regrade your entire exam and make a recommendation to me that could result in an increase *or* a decrease of your original score.

All students will be expected to do their own work for this course. Except for minor technical assistance provided by the professor or CLICC staff, **all** video editing should be done by the students in the group. Students can make “fair use” of raw video or musical tracks for their ads. In any group project, there is a risk that some members will not contribute fairly to the overall project. To minimize the incentive for such free-riding, a majority in a group can petition for a “divorce” of any member who a majority feels is not contributing sufficiently.

Plagiarism or other forms of academic dishonesty will be vigorously punished. Use of any electronic devices during an exam will count as evidence of academic misconduct.

Please remember to turn off cell phone ringers during class. Using a laptop or cell phone for non-class-related activities during class is disrespectful to your fellow students and deeply annoys me.

If you wish to request an accommodation due to a suspected or documented disability, please inform me immediately and contact the Office for Students with Disabilities as soon as possible at A255 Murphy Hall, (310) 825-1501, (310) 206-6083 (telephone device for the deaf). Website: [www.osd.ucla.edu](http://www.osd.ucla.edu)

## Class Schedule

Date	Assignments
1/7	<b>Class 1: Introduction, syllabus overview, and course expectations</b>
1/9	<b>Class 2: Early American Press</b> <ul style="list-style-type: none"><li>• Ladd, Jonathan M. 2012. <i>Why Americans Hate the Media and How it Matters</i>. Princeton, NJ: Princeton University Press. Ch. 2.(Reader)</li></ul>



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Date	Assignments
1/11	<p><b>Class 3: Class 3: 20th Century Media</b></p> <ul style="list-style-type: none"> <li>• Groeling, Tim and Erik Engstrom. 2009. "Who Cleans Up When the Party's Over? The Decline of Partisan Media and Rise of Split-Ticket Voting in the 20th Century." Paper presented to the 2009 Annual Meeting of the American Political Science Association. <a href="http://www.sscnet.ucla.edu/comm/groeling/web/CV_files/GroelingEngstromAPSA2009.pdf">http://www.sscnet.ucla.edu/comm/groeling/web/CV_files/GroelingEngstromAPSA2009.pdf</a></li> <li>• Prior, Markus. 2007. <i>Post-Broadcast Democracy: How Media Choice Increases Inequality in Political Involvement and Polarizes Elections</i>. New York: Cambridge University Press. Pp. 55-72. (Reader)</li> <li>• Video: Historical News</li> </ul>
1/14	<p><b>Class 4: Local News, "Soft" News</b></p> <ul style="list-style-type: none"> <li>• Video: Excerpts, Local News (in-class)</li> </ul> <p><b>Start of quarter survey DUE</b></p>
1/16	<p><b>Class 5: Online News</b></p> <ul style="list-style-type: none"> <li>• Shirky, Clay. 2009. "Newspapers and Thinking the Unthinkable." Shirky.com. March 13, 2009. <a href="http://www.shirky.com/weblog/2009/03/newspapers-and-thinking-the-unthinkable/">http://www.shirky.com/weblog/2009/03/newspapers-and-thinking-the-unthinkable/</a></li> <li>• Fallows, James. 2011. "Learning to Love the (Shallow, Divisive, Unreliable) New Media." <i>The Atlantic</i>. <a href="http://www.theatlantic.com/magazine/archive/2011/04/learning-to-love-the-shallow-divisive-unreliable-new-media/8415">http://www.theatlantic.com/magazine/archive/2011/04/learning-to-love-the-shallow-divisive-unreliable-new-media/8415</a></li> <li>• Pew Research Center for the People and the Press. 2012. "In Changing News Landscape, Even Television is Vulnerable: Trends in News Consumption: 1991-2012." Pew Research Center for the People and the Press. September 27. <a href="http://www.people-press.org/2012/09/27/in-changing-news-landscape-even-television-is-vulnerable/">http://www.people-press.org/2012/09/27/in-changing-news-landscape-even-television-is-vulnerable/</a> (you only need to read the overview page... the rest of the report is optional)</li> </ul>



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Date	Assignments
1/18	<b>Class 6: The Return of Partisan Media</b> <ul style="list-style-type: none"> <li>Baum, Matthew and Tim Groeling. 2008. "New Media and the Polarization of American Political Discourse." <i>Political Communication</i>. 25:345-365. <a href="http://www.hks.harvard.edu/fs/mbaum/documents/BaumGroeling_NewMedia.pdf">http://www.hks.harvard.edu/fs/mbaum/documents/BaumGroeling_NewMedia.pdf</a></li> <li>Stroud, Natalie. 2011. <i>Niche News: The Politics of News Choice</i>. New York: Oxford University Press. pp. 41-73. (Reader)</li> <li>Pew Research Center for the People and the Press. 2012. "Further Decline in Credibility Ratings for Most News Organizations." <a href="http://www.people-press.org/2012/08/16/further-decline-in-credibility-ratings-for-most-news-organizations/">http://www.people-press.org/2012/08/16/further-decline-in-credibility-ratings-for-most-news-organizations/</a></li> </ul>
1/21	<b>Class 7: Martin Luther King, Jr. Holiday (NO CLASS)</b>
1/23	<b>Class 8: The Economics of News, part 1</b> <ul style="list-style-type: none"> <li>Hamilton, James. 2004. <i>All the News that's Fit to Sell</i>. Princeton, NJ: Princeton University Press. Chapter 1. <a href="http://press.princeton.edu/chapters/s7604.html">http://press.princeton.edu/chapters/s7604.html</a></li> <li>McManus, John. 1992. "What Kind of Commodity is News?" <i>Communication Research</i>. Pages 787-805. <a href="http://crx.sagepub.com/cgi/reprint/19/6/787.pdf">http://crx.sagepub.com/cgi/reprint/19/6/787.pdf</a></li> </ul> <b>Deadline to finalize Commercial Project Groups by 7 p.m.</b>
1/25	<b>Class 9: In-Class Exam #1</b>
1/28	<b>Class 10: iMovie 11 **Training in regular classroom**</b> <b>Podcast-only lecture: Competition, Ownership and the News</b> <ul style="list-style-type: none"> <li>Gentzkow, Matthew and Jesse M. Shapiro. 2008. "Competition and Truth in the Market for News." <i>The Journal of Economic Perspectives</i>, 22: 133-154. <a href="http://www.jstor.org/stable/27648245">http://www.jstor.org/stable/27648245</a></li> <li>Zaller, John. 1999. <i>A Theory of Media Politics</i>. Manuscript. <b>Ch. 3 ONLY.</b> "The Rule of the Market." <a href="http://www.polisci.ucla.edu/faculty/zaller/media%20politics%20book%20.pdf">http://www.polisci.ucla.edu/faculty/zaller/media%20politics%20book%20.pdf</a></li> </ul>



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1/30	<p><b>Class 11: Legal Setting</b></p> <ul style="list-style-type: none"> <li>• Iyengar, Shanto. 2011. <i>Media Politics</i>. New York: W.W. Norton. Pp. 27-49. (Reader)</li> <li>• Urofsky, Melvin. n.d. "Rights of the People: Freedom of the Press." Bureau of International Information Programs, U.S. Department of State. <a href="http://infousa.state.gov/government/overview/press.html">http://infousa.state.gov/government/overview/press.html</a></li> </ul>
2/1	<p><b>Class 12: Informal Rules</b></p> <ul style="list-style-type: none"> <li>• Rosenstiel, Thomas. 1994. <i>Strange Bedfellows</i>. Chapter 3: "New Hampshire Democrats." (Reader).</li> <li>• Heilemann, John and Mark Halperin. 2010. "Saint Elizabeth and the Ego Monster." <i>New York Magazine</i>. <a href="http://nymag.com/news/politics/63045/">http://nymag.com/news/politics/63045/</a></li> </ul>
2/4	<p><b>Class 13: Attitudes and Bias</b></p> <ul style="list-style-type: none"> <li>• Groeling, Tim. 2008. "Who's the Fairest of them All? An Empirical Test for Partisan Bias on ABC, CBS, NBC, and Fox News." <i>Presidential Studies Quarterly</i>. <a href="http://www3.interscience.wiley.com/cgi-bin/fulltext/121451851/PDFSTART">http://www3.interscience.wiley.com/cgi-bin/fulltext/121451851/PDFSTART</a></li> <li>• OPTIONAL: Groeling, Tim and Matthew Baum. 2009. "Shot by the Messenger: An Experimental Examination of the Effects of Party Cues on Public Opinion Regarding National Security and War." <i>Political Behavior</i>. 31: 157-186. <a href="http://www.hks.harvard.edu/fs/mbaum/documents/ShotByTheMessenger_POBH.pdf">http://www.hks.harvard.edu/fs/mbaum/documents/ShotByTheMessenger_POBH.pdf</a></li> </ul> <p><b>Storyboards Due</b></p>
2/6	<p><b>Class 14: Routines and Beats</b></p> <ul style="list-style-type: none"> <li>• Rosenstiel 1994. Chapter 5: "The Clock" (Reader)</li> </ul>



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Date	Assignments
2/8	<p><b>Class 15: Sources</b></p> <ul style="list-style-type: none"> <li>• Sigal, Leon V. 1986. "Sources Make the News," in Manoff, Robert Karl and Michael Shudson, <i>Reading the News: A Pantheon Guide to Popular Culture</i>. New York: Pantheon Books. (Reader)</li> <li>• Peters, Jeremy. 2012. "Latest Word on the Campaign Trail? I Take It Back." <i>New York Times</i>. <a href="http://www.nytimes.com/2012/07/16/us/politics/latest-word-on-the-campaign-trail-i-take-it-back.html">http://www.nytimes.com/2012/07/16/us/politics/latest-word-on-the-campaign-trail-i-take-it-back.html</a></li> <li>• Wemple, Eric. 2012. "New York Times bans quote approval, kind of." <i>Washington Post</i>. <a href="http://www.washingtonpost.com/blogs/erik-wemple/post/new-york-times-bans-quote-approval-kind-of/2012/09/20/57586992-035e-11e2-8102-ebee9c66e190_blog.html">http://www.washingtonpost.com/blogs/erik-wemple/post/new-york-times-bans-quote-approval-kind-of/2012/09/20/57586992-035e-11e2-8102-ebee9c66e190_blog.html</a></li> <li>• Smith, Terence. 1999. "Lurking in the Shadows." The Newshour with Jim Lehrer. September 30, 1998. <a href="http://www.pbs.org/newshour/bb/media/july-dec98/sources_9-30.html">http://www.pbs.org/newshour/bb/media/july-dec98/sources_9-30.html</a></li> </ul>
2/11	<p><b>Class 16: Sources, part 2</b></p> <ul style="list-style-type: none"> <li>• Green, Joshua. 2004. "Playing Dirty." <i>The Atlantic Monthly Online</i>. June. <a href="http://www.theatlantic.com/doc/200406/green">http://www.theatlantic.com/doc/200406/green</a></li> <li>• Barrett, Liz Cox. 2004. "The Longer View: Votes, Quotes (and Dirt), Fresh from the Oven." <i>Columbia Journalism Review Online</i>. <a href="http://www.cjr.org/behind_the_news/votes_quotes_and_dirt_fresh_fr.php?page=1">http://www.cjr.org/behind_the_news/votes_quotes_and_dirt_fresh_fr.php?page=1</a></li> <li>• Shapiro, Walter. 2012. "How to handle oppo research?" <i>Columbia Journalism Review</i>. <a href="http://www.cjr.org/swing_states_project/how_to_handle_oppo_research.php?page=all&amp;print=true">http://www.cjr.org/swing_states_project/how_to_handle_oppo_research.php?page=all&amp;print=true</a></li> </ul>
2/13	<p><b>Class 17: Presidential Communication, part 1</b></p> <ul style="list-style-type: none"> <li>• Cohen, Jeffrey. 2010. <i>Going Local</i>. New York: Cambridge University Press. pp. 11-34. (Reader)</li> </ul> <p>Nightline video on presidential travel; resulting news coverage.</p> <p><b>** Audience Survey Questions Due, 7 p.m. (optional)**</b></p>





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Date	Assignments
2/15	<p><b>Class 18: Presidential Communication, part 2</b></p> <ul style="list-style-type: none"> <li>• Allen, Mike. 2004. "Next Question: Reporters Walk Line Between Deference and Diligence in Quizzing Bush." <i>Washington Post</i>. December 1: C01. <a href="http://www.washingtonpost.com/wp-dyn/articles/A23346-2004Nov30.html">http://www.washingtonpost.com/wp-dyn/articles/A23346-2004Nov30.html</a></li> <li>• Calderone, Michael. 2009. "How Media Sucks Up to the White House." Politico.com March 3.. <a href="http://dyn.politico.com/printstory.cfm?uuid=CE2C3511-18FE-70B2-A8D7CC38A6EC7231">http://dyn.politico.com/printstory.cfm?uuid=CE2C3511-18FE-70B2-A8D7CC38A6EC7231</a></li> <li>• Kurtz, Howard. 1998. <i>Spin Cycle</i>. New York: Touchstone. Chapter 2: "The Master of Spin." pp. 14-32. (Reader)</li> <li>• Groeling, Tim. 2010. <i>When Politicians Attack: Party Cohesion and the Media</i>. Cambridge University Press. Intro, Ch's 1, &amp; 2.</li> </ul>
2/18	<p><b>Class 19: President's Day Holiday (NO CLASS)</b>  <b>**Deadline for completing audience survey (7 p.m.)**</b></p>
2/20	<p><b>Class 20: Other Sources: Parties and Congress</b></p> <ul style="list-style-type: none"> <li>• Sellers, Patrick. 2010. <i>Cycles of Spin</i>. New York: Cambridge University Press. pp. 1-17. (Reader)</li> <li>• Groeling, Tim. 2010. <i>When Politicians Attack: Party Cohesion and the Media</i>. Cambridge University Press. Ch's 3 and 4.</li> </ul> <p><b>Audience survey results distributed by e-mail.</b></p>
2/22	<p><b>Class 21: In-class exam #2</b></p>
2/25	<p><b>Class 22: Other Sources: Bureaucracies, Court, Interest Groups</b></p> <ul style="list-style-type: none"> <li>• Grand, Noah. 2011. "Riding journalistic coattails: How presidents create newsmaking opportunities for political opponents." <i>Poetics</i>. 39: 358–379. <a href="http://www.sciencedirect.com/science/article/pii/S0304422X11000556">http://www.sciencedirect.com/science/article/pii/S0304422X11000556</a></li> <li>• Monbiot, George. Undated Manuscript. "An Activists Guide to Exploiting the Media." <a href="http://www.tlio.org.uk/pubs/agm2.html">http://www.tlio.org.uk/pubs/agm2.html</a></li> <li>• MacGuffie, Bob. 2009. "Rocking the Town Halls -- Best Practices." <a href="http://rightprinciples.com/?p=164">http://rightprinciples.com/?p=164</a></li> </ul>



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2/27	<p><b>Class 23: Earned Media in Campaigns, part 1</b></p> <ul style="list-style-type: none"> <li>• Video: Journeys with George, Part 1</li> </ul>
3/1	<p><b>Class 24: Earned Media in Campaigns, part 2</b></p> <ul style="list-style-type: none"> <li>• Video: Journeys with George, Part 2</li> <li>• Hallin, Daniel. "Whose campaign is it, anyway?" <i>Columbia Journalism Review</i>. Jan-Feb, 1991. pp.43-46. (Reader)</li> <li>• Bernstein, David. 2012. "Bus Stopped? The iconic campaign bus is no longer full of newspaper reporters writing for the folks back home. Are the political- junkie Web sites filling the void?" <i>The Phoenix</i>. <a href="http://thePhoenix.com/Boston/news2436-bus-stopped/">http://thePhoenix.com/Boston/news2436-bus-stopped/</a></li> <li>• Horowitz, Jason. 2012. "For campaigns' traveling press corps, social media has changed way game is played." <i>Washington Post</i>. Oct. 30. <a href="http://www.washingtonpost.com/politics/decision2012/for-campaigns-traveling-press-corps-social-media-has-changed-way-game-is-played/2012/10/30/32b0ceca-2299-11e2-ac85-e669876c6a24_print.html">http://www.washingtonpost.com/politics/decision2012/for-campaigns-traveling-press-corps-social-media-has-changed-way-game-is-played/2012/10/30/32b0ceca-2299-11e2-ac85-e669876c6a24_print.html</a></li> <li>• OPTIONAL: Meet ABC's off-air producers: <a href="http://abcnews.go.com/WNT/video/keeping-2012-gop-candidates-15280118">http://abcnews.go.com/WNT/video/keeping-2012-gop-candidates-15280118</a></li> <li>• OPTIONAL: Peters, Jeremy. 2011. "Covering 2012, Youths on the Bus." <i>New York Times</i>. <a href="http://www.nytimes.com/2011/08/31/business/media/campaign-reporters-are-younger-and-cheaper.html">http://www.nytimes.com/2011/08/31/business/media/campaign-reporters-are-younger-and-cheaper.html</a></li> </ul>
3/4	<p><b>Class 25: Earned Media in Campaigns, part 3--Nominations, Conventions and Debates</b></p> <ul style="list-style-type: none"> <li>• Marx, Greg. 2011. "How to Understand the 'Invisible Primary': An interview with Georgetown professor Hans Noel." <i>Columbia Journalism Review</i>. <a href="http://www.cjr.org/campaign_desk/how_to_understand_the_invisibl.php?page=all">http://www.cjr.org/campaign_desk/how_to_understand_the_invisibl.php?page=all</a></li> <li>• Coleman, Kevin, Joseph Cantor and Thomas Neale. 2000. "Presidential Elections in the United States: A Primer." CRS Report for Congress. Washington, D.C.: Congressional Research Service, Library of Congress. <a href="http://www.senate.gov/reference/resources/pdf/RL30527.pdf">http://www.senate.gov/reference/resources/pdf/RL30527.pdf</a> (Read pages 17-30; 6-16 are helpful, but optional).</li> <li>• Fridkin, Kim, Patrick Kenney, Sarah Gershon and Gina Woodall. 2008. "Spinning Debates: The Impact of the News Media's Coverage of the Final 2004 Presidential Debate." <i>International Journal of Press/Politics</i>. 13: 29-51. <a href="http://hij.sagepub.com/content/1/29.full.pdf+html">http://hij.sagepub.com/content/1/29.full.pdf+html</a></li> </ul>



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Date	Assignments
3/6	<p><b>Class 26: Paid Media in Campaigns; Mobilization and Advertising</b></p> <ul style="list-style-type: none"> <li>• Kreiss, Daniel. 2012. "Yes We Can (Profile You): A Brief Primer on Campaigns and Political Data." <i>Stanford Law Review Online</i>. 70. <a href="http://www.stanfordlawreview.org/online/privacy-paradox/political-data">http://www.stanfordlawreview.org/online/privacy-paradox/political-data</a></li> <li>• Smith, Ben and Emily Schultheis. 2011. "Targeted Web ads: The next frontier." Politico. <a href="http://www.politico.com/news/stories/0811/62339.html">www.politico.com/news/stories/0811/62339.html</a></li> <li>• Ridout, Travis, Michael Franz, Kenneth M. Goldstein, and William J. Feltus. 2012. "Separation by Television Program: Understanding the Targeting of Political Advertising in Presidential Elections." <i>Political Communication</i>. 29: 1-23. <a href="http://www.tandfonline.com/doi/full/10.1080/10584609.2011.619509">http://www.tandfonline.com/doi/full/10.1080/10584609.2011.619509</a></li> <li>• The Washington Post. 2012. "Tracking TV ads in the presidential campaign." <a href="http://www.washingtonpost.com/wp-srv/special/politics/track-presidential-campaign-ads-2012/">http://www.washingtonpost.com/wp-srv/special/politics/track-presidential-campaign-ads-2012/</a></li> </ul>
3/8	<p><b>Class 27: Media Effects, Part 1</b></p> <ul style="list-style-type: none"> <li>• Iyengar, Shanto. 2011. <i>Media Politics</i>. W.W. Norton. 229-264 (Reader)</li> </ul>
3/11	<p><b>Class 28: Media Effects, Part 2</b></p> <ul style="list-style-type: none"> <li>• Zaller, John. 1997. "A Model of Communication Effects at the Outbreak of the Gulf War." in Iyengar, Shanto and Richard Reeves (eds) <i>Do the Media Govern?: Politicians, Voters, and Reporters in America</i>. Thousand Oaks, CA: Sage Publications, Inc. pp. 296-311. (Reader)</li> <li>• Groeling, Tim. 2010. <i>When Politicians Attack</i>. New York: Cambridge University Press. Chapters 5 and 6.</li> </ul> <p>Video Projects Due by 5 p.m. on course website.</p>
3/13	<p><b>Class 29: Commercial Project Film Festival</b></p> <p>Peer evaluations due by 8 p.m. Thursday on course website.</p>
3/15	<p><b>Class 30: Commercial Project Award Ceremony; Class wrap-up</b></p> <p>Final exam is scheduled for Thursday, March 21, 2013, 8:00am-11:00am. If there is sufficient demand, I will also offer an early final exam Monday of Finals Week.</p>