

MMC3614: Media and Politics

Course Website: available on Canvas

Class Time: online only

Instructor: Ms. Krystin Anderson

Email: akrystin@ufl.edu

Skype: anderson.uf

Virtual Office Hours: Wednesday, Thursday & Friday, 10am – 11am or by appointment

Campus Office Hours: by appointment

Office Location: G031, Weimer Hall (basement)

Course Objectives: This course investigates the relationship between the U.S. media and the U.S. political system, with a particular focus on how media shape politics. Students will learn not only how the media shape public opinion about political figures, but also how political figures use the media to achieve their aims. Students will also learn how to evaluate current political affairs in terms of media influence, to conduct original research based on ideas from class and to communicate these ideas in a professional format.

Required Textbooks:

- *Media Politics: A Citizen's Guide* by Shanto Iyengar (3rd Ed.)
 - Additional video materials at <http://mediapolitics.stanford.edu>.
- *Mass Media and American Politics* by Doris A. Graber and Johanna Dunaway (9th Ed.)

Structure of Course: As this is an online course, students will rely heavily on the course site on Canvas. The week's lecture video(s) and other activities will be posted on the site every Monday under the "Modules" page. Quizzes will be released at the same time and will be due the following Monday. All assignments must be turned in using the "Assignments" page on Canvas – not e-mailed to the instructor. On the other hand, any questions or concerns about the course should be e-mailed directly to the instructor at akrystin@ufl.edu. Because many students are taking this course remotely, office hours will take place primarily via Skype, although in-person office hours can be arranged by appointment. All students are encouraged to register for a free account; if you need assistance doing so, please let me know.

Grading

The grading in this course will be concentrated in three areas:

- 30% Quizzes
- 35% Mid-Term Paper/Presentation
- 35% Final Paper/Presentation

Students will be assigned final letter grades according to the following scale:

(%, rounded)	87 – 89 = B+	77 – 79 = C+	67 – 69 = D+	0 – 59 = E
93 – 100 = A	83 – 86 = B	73 – 76 = C	63 – 66 = D	
90 – 92 = A-	80 – 82 = B-	70 – 72 = C-	60 – 62 = D-	

The grading in this course is consistent with UF grading policies found at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Quizzes (30%): Quizzes, administered through the Canvas site, will be due every Monday at noon (except where otherwise noted) and will cover all the readings, lectures and supplementary videos/materials from the *previous* week. These may vary in length, but will be untimed and open-book/note. Although these are flexible, students must work alone and from their own notes.

Mid-Term Paper/Presentation (35%): During the first half of the course, students will work to create *either* an informational video presentation or an academic paper about the relationship between one current presidential candidate and the media. This will include things such as how the candidate actively seeks media attention, how various media cover the candidate, and how these two factors impact public reception of the candidate. More details about the specific requirements for this assignment will be announced in the second week of class, but know that this is academic work and must be done using credible academic and media sources. There will be no readings, lectures or quizzes the week it is due in order to allow students greater time to work. I will also hold expanded office hours during the week for students who would like to have a one-on-one consultation about their work.

Final Paper/Presentation (35%): During the second half of the course, students will work to create *either* an informational video presentation or an academic paper about one of the topics covered in this course. This should be an original, detailed and insightful *expansion* on the ideas in class—not a regurgitation of material from lectures and/or readings. As with the mid-term assignment, students will be expected to use a variety of credible academic and media sources. Also as with the mid-term assignment, students will be given no readings, lectures or quizzes the week before the deadline and will be encouraged to consult with me during the extended office hours offered. More details about this assignment will be given later in the semester.

Semester Schedule

Week 1 (Jan. 5 – 10): Introduction and Welcome

- Watch: Lecture 1; Video Archives for Chapter 1
- Read: Syllabus; Iyengar Chapter 1
- Quiz 1 DUE Monday, Jan. 11 at noon

Week 2 (Jan. 11 – 17): The American Political-Press System and Media Regulation

- Watch: Lecture 2; Video Archives for Chapter 2
- Read: Iyengar Chapter 2; Graber Chapter 2
- Quiz 2 DUE Tuesday, Jan. 19 at noon

Week 3 (Jan. 18 – 24): Determinants of Political News Content

- Watch: Lecture 3; Video Archives for Chapter 3
- Read: Iyengar Chapter 3; Graber Chapter 5
- Quiz 3 DUE Monday, Jan. 25 at noon

Week 4 (Jan. 25 – 31): Impact of New Media on Citizen Engagement with Politics

- Watch: Lecture 4; Video Archives for Chapter 5
- Read: Iyengar Chapter 5; Graber Chapter 4
- Quiz 4 DUE Monday, Feb. 1 at noon

Week 5 (Feb. 1 – 7): How Candidates Use Media in Campaigns

- Watch: Lecture 5; Video Archives for Chapter 6
- Read: Iyengar Chapter 6
- Quiz 5 DUE Monday, Feb. 8 at noon

Week 6 (Feb. 8 – 14): Impact of Media in Campaign Outcomes

- Watch: Lecture 6; Video Archives for Chapter 9
- Read: Iyengar Chapter 9; Graber Chapter 11
- Quiz 6 DUE Monday, Feb. 15 at noon

Week 7 (Feb. 15 – 21): Preparation Week

- There will be no lectures, readings or quizzes this week. Students are expected to devote all their time to preparing their mid-term paper/presentations.
- Expanded office hours for paper/presentation consultations: TBA
- MID-TERM PAPER/PRESENTATION DUE Friday, Feb. 19 at noon

Week 8 (Feb. 22 – 28): How the President and Congress Use Media

- Watch: Lecture 7; Video Archives for Chapter 7
- Read: Iyengar Chapter 7; Graber Chapter 7
- Quiz 7 DUE Friday, Feb. 26 at noon

Week 9 (Spring Break)

Week 10 (Mar. 7 – 13): Media Effects, Part I

- Watch: Lecture 8; Video Archives for Chapter 8
- Read: Iyengar Chapter 8
- Quiz 8 DUE Monday, Mar. 14 at noon

Week 11 (Mar. 14 – 20): Media Effects, Part II

- Watch: Lecture 9
- Read: Graber Chapter 10; Graber Chapter 12
- Quiz 9 DUE Monday, Mar. 21 at noon

Week 12 (Mar. 21 – 27): Impact of Presidential Use of Media

- Watch: Lecture 10; Video Archives for Chapter 10
- Read: Iyengar Chapter 10
- Quiz 10 DUE Monday, Mar. 28 at noon

Week 13 (Mar. 28 – Apr. 3): Why News Media Abandon Adversarial Journalism

- Watch: Lecture 11; Video Archives for Chapter 4
- Read: Iyengar Chapter 4
- Quiz 11 DUE Monday, Apr. 4 at noon

Week 14 (Apr. 4 – 10): Conclusion

- Watch: Lecture 12; Video Archives for Chapter 11
- Read: Iyengar Chapter 11
- Quiz 12 DUE Monday, Apr. 11 at noon

Week 15 (Apr. 11 – 17): Preparation Week

- There will be no lectures, readings or quizzes this week. Students are expected to devote all their time to preparing their final paper/presentations.
- Expanded office hours for paper/presentation consultations: TBA

Week 15 (Apr. 18 – 24)

- FINAL PAPER/PRESENTATION DUE Wednesday, Apr. 20 at noon

Week 16 (Apr. 25 – 29)

- Expanded office hours for grade consultations: TBA

Course Policies

Academic Honesty: Receiving or giving answers to quizzes or working with anyone else on quizzes or assignments is strictly prohibited. Plagiarizing text or images on assignments without proper citation is also prohibited. On the other hand, receiving feedback from others about your in-progress assignments or receiving assistance in learning and using software or video equipment is both allowed and encouraged. Please review the Student Honor Code to make sure you are working within the appropriate bounds: <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>.

Late Work: Late work will be docked 25% for each 24-hour period it is turned in past the deadline:

- Between 1 second and 24 hours late: 75% of earned grade
- Between 24 and 48 hours late: 50% of earned grade
- Between 48 and 72 hours late: 25% of earned grade
- Beyond 72 hours late: 0% of earned grade

After 72 hours past the deadline, assignments and quizzes will no longer be accepted and will receive neither feedback nor points.

Disability Accommodations: Students requesting accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to you, who must then provide this documentation to me (the instructor) when requesting accommodation. I encourage you, if you think you may need this, to let me know as early in the semester as possible. It is a great resource.

Counseling Services: The University of Florida provides a wonderful counseling and mental health service for students. If at any time in the semester you feel this may be of use, I encourage you to visit their website (<http://www.counseling.ufl.edu/cwc/Default.aspx>) for information, or call them directly at 392-1575.

Evaluations: At the end of the semester (usually in the last two or three weeks), you will have the opportunity to rate your experience in this course. I encourage you to do so, as such feedback is invaluable both to me as your instructor and to the university as a whole. These evaluations will be available at <https://evaluations.ufl.edu>. Of course, if you have feedback for me at any point during the semester, please feel free to contact me personally.