

Communication Studies 361
University of Michigan
The Media and Public Affairs
Fall Semester 2008

Instructor

Prof W. Russell Neuman
rneuman@umich.edu

Discussion Section GSIs

Monica Jacobson jacobsm@umich.edu
Laura Brown brownlc@umich.edu

Lectures Tuesday and Thursday 10:00- 11:30 296 Denn

Office Hours Wednesday 1:30-3:00 Room 238 Comm Studies, 1225 S. University

Course Description

‘The Media and Public Affairs’ is a rather bland turn of phrase for what is actually a pretty controversial phenomenon of human communication—the use of narratives and images in the mass media to persuade, brainwash, entertain, propagandize, motivate, inform and generally try to get people to think a certain way about public (and private) events. We inherited this formal course title (and it looks better on your transcript than ‘Brainwashing 361’) so we’ll go with the flow.

This intermediate course is designed to pick up where Comm 101 and 102 left off, and it is a sister-course to 381. We will take up four of the topics introduced in 101 and 102 and dig in a little deeper and also give you the chance to think about some common themes that cut across these topics. The underlying issues addressed include— political communication, news, public information campaigns, advertising entertainment and the advent of new digital media – which draws attention to technical character of the media and their various capacities to persuade and cajole.

Course Readings

Students will be expected to complete all the assigned readings. There are three required texts and a required coursepack available at Excel Test Prep 1117 S University. New and used copies of the required texts are available in quantity from amazon.com with delivery usually in a few days. There are also specialized reading assignments for each of the group project assignments.

Schudson, Michael (1978). Discovering the News: A Social History of American Newspapers. New York: Basic Books.

Zillmann, Dolf and Peter Vorderer, Eds. (2000). Media Entertainment: The Psychology of its Appeal. Mahwah, New Jersey: Lawrence Erlbaum.

Lessig, Lawrence (2006). Code: Version 2.0. New York: Basic.

Required Writing

Writing is an integral part of this ULWR course. Students will be required to complete various writing assignments throughout the semester, including two position papers and two group projects. Each position paper will react to a selected issue from the readings and lectures and take an advocacy position in the tradition of an op-ed piece. Details about the writing assignments will be reviewed in lectures discussed in section.

Examinations

There are two exams administered as part of regularly scheduled lecture periods. The purpose of the exams and papers is to provide students some feedback on how they are progressing and to evaluate academic achievement.

Attendance

Regular attendance is key to academic success in this course. Lectures, discussion sections, and readings are designed to complement each other. Please note that information covered only in lectures and sections will appear on the exams.

Grading

The course grade will be based on following components:

Individual Position Paper 1:	15%
Individual Position Paper 2:	15%
Group Project 1:	10%
Group Project 1:	10%
Exam 1:	15%
Exam 2:	25%
Class Participation	10%

Course Policies

- If a student cannot complete an assignment or take an exam at the scheduled time, arrangements must be made in advance with the instructor. Failure to do so will result in the reduction of one grade level from the earned grade. Exemptions may be made for unusual circumstances.
- This class will follow University and LS&A guidelines concerning scholastic misconduct and grievance procedures. www.lsa.umich.edu/swc/mainmenu.html will provide further information on policies and penalties for plagiarism and academic dishonesty.
- The Department requires registered students to attend the first two lectures and the first discussion section. Students who fail to attend any of these meetings will be DROPPED from the course. This procedure will create additional room for students on the waitlist.

Course Schedule

Introduction: Models of Mass Communication

Week 1 (T) 9/2 (Introduction)

Week 1 (Th) 9/4

Topic I: The Public Sphere

Week 2 (T) 9/9

Michael Schudson *Discovering the News* (1978) entire

Week 2 (Th) 9/11

Week 3 (T) 9/16

Coursepack: George Orwell "*Thought Police*"

Coursepack: William Gamson "*Talking Politics*"

Week 3 (Th) 9/18

Week 4 (T) 9/23

Coursepack: Bruce Bimber "*Information and American Politics*"

Group Project 1 due in Section

Week 4 (Th) 9/25

Topic II: That's Entertainment

Week 5 (T) 9/30

Zillmann & Vorderer, Eds. *Media Entertainment* (2000) Chapters 1-7 and *passim*.

Week 5 (Th) 10/2

Week 6 (Tu) 10/7 [no lecture today]

Week 6 (Th) 10/9

Week 7 (T) 10/14

Robert Putnam "*Bowling Alone*" (1995)

Muriel Cantor "*The Hollywood TV Producer*" (1971)

Week 7 (Th) 10/16

Week 8 (T) 10/21 [no lecture Fall Study Break]

Week 8 (Th) 10/23 In-class Quiz

Topic III: The Advertising Game

Week 9 (T) 10/28

Coursepack: Michael Schudson "*The Advertiser's Perspective*"
Individual Position Paper 1 due in Section

Week 9 (Th) 10/30

Week 10 (T) 11/4

Coursepack: Joseph Turow "*Breaking Up America*"

Week 10 (Th) 11/6

Topic IV: The Digital Age

Week 11 (T) 11/11

Group Project 2 due in Section
Lawrence Lessig *Code* (2006) (entire)

Week 11 (Th) 11/13

Week 12 (T) 11/18

Coursepack: Paul DiMaggio, et al. "*The Social Implications of the Internet*" (2001)
Coursepack: Cass Sunstein "*The Daily Me*" (2001)

Week 12 (Th) 11/20

Week 13 (T) 11s/25

Coursepack: WR Neuman "*The Logic of Electronic Integration*" (1991)

Thanksgiving Break

Week 14 (T) 12/2

Individual Position Paper 2 due in Section

Week 14 (Th) 12/4

Week 15 (T) 12/9 In-class exam

**Comm 361 Supplemental Readings
for Group Projects**

Group I Projects – Public Sphere Case Studies

(presentations due in section date TBA)

1. The Chinese Cultural Revolution 1966-1976

Joseph, William A., Christine P. W. Wong and David Zweig, Eds. (1991). New Perspectives on the Cultural Revolution. Cambridge: Harvard University Press.

Guokai, Liu (1987). A Brief Analysis of the Cultural Revolution. Armonk, NY: M. E. Sharpe.

Pool, Ithiel de Sola (1973). 'Communication in Totalitarian Societies' Pp. 462-511 in. Handbook of Communication. Ithiel de Sola Pool and Wilbur Schramm. Chicago: Rand McNally.

2. The Nazi Propaganda Machine 1933-1945

Herzstein, Robert Edwin (1978). The War That Hitler Won: The Most Infamous Propaganda Campaign in History. New York: Putnam.

3. The Leftist Critique of the American Media System

McChesney, Robert W. (1999). Rich Media, Poor Democracy: Communication Politics in Dubious Times. New York: New Press.

Herman, Edward S. and Noam Chomsky (1988). Manufacturing Consent: The Political Economy of the Mass Media. New York: Pantheon.

4. The Popularity of Right-Wing Talk Radio

Barker, David (2002). Rushed to Judgment? New York: Columbia University Press.

Group II projects – Entertainment and Advertising Case Studies

(presentations due in section date TBA)

1. The Value of Violence

Hamilton, James T. (1998). Channeling Violence: The Economic Market for Violent Television Programming. Princeton: Princeton University Press.

2. Measuring Star Power

Elberse, Anita (2006). The Power of Stars: Do Stars Drive Success in Creative Industries? Harvard Business School.

Wallace, W. Timothy, Alan Selgerman and Morris B. Holbrook (1993). "The Role of Actors and Actresses in the Success of Films: How Much is a Movie Star Worth?" Journal of Cultural Economics 17(4): 1-27.

De Vany, Arthur and W. David Walls (1999). Uncertainty in the Movie Industry: Does Star Power Reduce the Terror of the Box Office? Journal of Cultural Economics, 23(4), 285-318.

3. The Long Tail

Anderson, Chris (2006). The Long Tail: Why the Future of Business Is Selling Less of More. New York: Hyperion.

4. How Effective is Advertising, Really?

Lodish, Leonard M., et al. (1995). "How TV Advertising Works: A Meta Analysis of 389 Real World Split Cable TV Advertising Experiments." Journal Marketing Research 32(May): 125-139.

Lodish, Leonard M., et al. (1995). "A Summary of Fifty-Five In-Market Experimental Estimates of the Long-Term Effect of T.V. Advertising." Marketing Science 14(3): 133-140.

Vakratas, Demetrios and Tim Ambler (1999). "How Advertising Works." Journal of Marketing 63(1): 26-43.

Little, John D. C. (1979). "Aggregate Advertising Models: The State of the Art." Operations Research 27(4): 629-667.