

Mass Media and Politics

Course Name	Course type (credit/hours)	Elective course(3/3)	Course code	K093
	Target students Division/major/grade	Political Science and Diplomacy/Sophomore	Opening semester	2020 1ST SEMESTER
	Class time and classroom	Mon C(Yul252)Wed C(Yul252)	English Grade	A(100%English)
Reference to this course	Prerequisite courses			
	Related basic courses			
	Recommended concurrent courses			
	Related advanced courses			

Instructor	Name (title/division)		Han Soo Lee(Assistant Professor, Political Science and Diplomacy)			
	Office Room Number	율곡관 513호	Office phone Number	031-219-3695	e-mail	
	Office hours	By appointment		Homepage address		
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

1. Introduction

The mass media play a key role in modern democracies. Citizens receive most of their political information from the mass media. Politicians also read the public through the mass media. This course provides an overview of the relationship between the mass media and politics. Students learn basic concepts and theories about political behavior including political communication. Several major questions are addressed in this course. First, what is the role of the mass media in democracy? Scholars suggest that the mass media perform specific functions in society. Students discuss the functions in class. Second, how do the mass/news media make news? There are multiple theories of news making. These theories are introduced and critically reviewed in this course. Third, do the news media affect the public? One of the major topics of this course is media effects. Students learn various media effects on political behavior. Fourth, do political elites use the news media? Political elites utilize the mass media for their interests. In particular, this course focuses on how political elites use the mass media during electoral campaigns. Finally, students will discuss the effects of new media on politics. The emergence of new media is an important topic in political communication. Students discuss the effects of new media on the public and political elites.

2. Course Objectives

After taking this course, students will learn and understand the followings:

1. Basic concepts and theories regarding political behavior.
2. The effects of the news media on the public.
3. The effects of the news media on politicians.
4. The influences of new media on politics.
5. How to study political phenomena.

3. Class types and activities

4. Teaching Method

<input checked="" type="checkbox"/> lecture	<input checked="" type="checkbox"/> discussion and debate
<input checked="" type="checkbox"/> team project(presentation and case studies)	<input type="checkbox"/> experiments(role-playing,etc)
<input type="checkbox"/> designing and production	<input type="checkbox"/> on-site learning(on-site training)
<input type="checkbox"/> others	

5. Support Systems in Use

<input checked="" type="checkbox"/> AjouBb	<input type="checkbox"/> automatic recording system	<input type="checkbox"/> web-based assignment
<input type="checkbox"/> cyber lecture	<input type="checkbox"/> online content	
<input type="checkbox"/> class behavior analyzing system	<input type="checkbox"/> others	

6. Teaching Tools

<input type="checkbox"/> PBL(Problem Based Learning)	<input type="checkbox"/> CBL(Case Based Learning)	<input type="checkbox"/> TBL(Team Based Learning)
<input type="checkbox"/> UR(Undergraduate Research)	<input type="checkbox"/> FL(Flipped Learning)	<input type="checkbox"/> DSAL(Data Science Active Learning)
<input type="checkbox"/> others		

7. Knowledge and ability required for taking this course

8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam	1	25	
final exam	1	35	
quiz	00	15	
presentation	1	10	
discussion			
homework	00	10	
etc	00	5	
study hours			

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Etc	Mass Media & American Politics	Graber and Dunaway	CQ Press	
Etc	Media Politics	Iyengar	W.W. Norton & Company	

10. Class system and Class shedule

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< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Introduction	E	Han Soo Lee			
2	Mass Media and Democracy	E	Han Soo Lee			
3	Mass Media and Democracy	E	Han Soo Lee			
4	News Making and Media Slant	E	Han Soo Lee			
5	News Making and Media Slant	E	Han Soo Lee			

< Class Schedule >

* language : K-korean, E-English

Week s	Topics	lang uag e	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
6	Media and the Public: Learning and Socialization	E	Han Soo Lee			
7	Review	E	Han Soo Lee			
8	Midterm Exam	E	Han Soo Lee			
9	Media Effects – Agenda Setting	E	Han Soo Lee			
10	Media Effects – Priming	E	Han Soo Lee			
11	Media Effects – Framing	E	Han Soo Lee			
12	Media Effects – Persuasion and Election	E	Han Soo Lee			
13	Mass Media and Campaigns	E	Han Soo Lee			
14	New Media and Political Communication	E	Han Soo Lee			
15	Review	E	Han Soo Lee			
16	Final Exam	E	Han Soo Lee			

11. Other items of notification