Communication 108/208
Media Processes and Effects
Stanford University
Winter, 2009-2010
Mondays and Wednesdays, 9:00-10:30am
Building 370, Room 370
Web site: coursework.stanford.edu

Lecturer: Daniel Kreiss
Office: 332 McClatchy Hall
Office Hours: 10:30am-11:30am, MW and by appointment
Phone: 415.238.6924
Email: dkreiss@stanford.edu

Teaching Assistants: Yph Lelkes Ethan Plaut
Email: ylelkes@stanford.edu eplaut@stanford.edu
Office: 300 McClatchy Hall 300 McClatchy Hall
Office Hours: 1:00pm-2:30pm, TTh and by appt. 11am-noon, MW and by appt.

Course Description

This course will introduce students to the history of theory and research on the processes and effects of communication. Readings, lectures, and discussion sections will focus on providing a broad overview of the major analytical and methodological approaches that define this body of research. Early in the course we will pay particular attention to the social concerns regarding the effects of mass media that animate much of the history of the field. The second half of the course takes a more in-depth look at digital technologies and addresses how changes in the ways that we produce and consume mediated communication can be read in light of, and challenge, theories of mass communication.

The literature relevant to the study of communication processes and effects derives from many scholarly disciplines. Thus, the readings for this course come from fields such as communication, sociology, psychology, and political science. At the same time, the readings span nearly a century of work on the effects of mediated communication, broadly conceived. These readings are included to suggest not only the continuity of a set of social concerns in the literature, but the ways similar questions about media effects arise with each shift in communication technologies. While this multidisciplinary and historical perspective makes discussions about media effects interesting, it also makes the literature challenging. We will try and draw your attention to these complexities as they arise, but you need to keep them in mind in order to make sense of some of the reading assignments.
Readings

There is one required course textbook for this class that outlines the major theoretical perspectives on communication research. You should purchase, available at the Bookstore:


This textbook is supplemented by a series of journal articles and essays available on Coursework and online through GoogleScholar. As enrolled Stanford students, you have access to all of these readings online, so to keep costs down there is no required Coursepack for Communication 108/208.

Course Requirements

**Communication 108**

Final grades will be based on a mid-term examination (30%), a final examination (40%), participation in discussion sections (25%), and completion of 5 experiment hours or a research paper on ethics (5%). The mid-term examination will be in class on Monday, February 8th. The final examination will be during the scheduled time indicated on Axess.

Exams will consist of multiple choice, short answers, and essays covering the readings, lectures, and other course content. The final exam will be comprehensive. The lectures will not always cover the specific information provided in the readings, so it is wise to both do the reading and attend the lectures.

While this is a lecture course, class meetings are highly participatory. To that end, you are expected to come to lectures and sections having done the readings and prepared to engage in class discussion. Contributions include questions, thoughts, or responses to your peers. Critical readings of the literature encountered in the course are especially valued.

All students are required to either be participants in experiments conducted in the Communication Department or to write a paper about research ethics. Each student will be assigned to up to five hours of experiments (not five experiments). The exact amount of experiments will vary, sometimes considerably, from student to student. Students wishing to write a paper should contact a teaching assistant for details by the third week of class.

**Communication 208**

Final grades will be based on a mid-term examination (30%), a final examination (40%), participation in discussion sections (10%), and completion of an 8-page final paper (20%). The final paper assignment will be handed out in class after the midterm.
Course Schedule

Monday, January 4th

Introduction

Wednesday, January 6th

Part One: Social Concerns and Communication Theory and Research


Monday, January 11th

Part Two: Social Concerns and Communication Theory and Research


Wednesday, January 13th

Overview of Communication Models and Concepts

Griffin, Chapters 2 & 4 (“Talk about Theory” & “Mapping the Territory”)


Read sections:
2.1-2.4 on transmission models
2.7 on the ritual model
Monday, January 18\textsuperscript{th}

\textit{Martin Luther King, Jr. Holiday. No class.}

Wednesday, January 20\textsuperscript{th}

\textit{Guest Lecture: Ethan Plaut}

\textit{Propaganda}

Part One of \textit{The Century of the Self}. On reserve at Green Library and available online through Google Videos at: \url{http://video.google.com/videoplay?docid=6718420906413643126&hl=en#}


Monday, January 25\textsuperscript{th}

\textit{Part One: Audiences and Mass Communication}


Wednesday, January 27\textsuperscript{th}

\textit{Part Two: Audiences and Mass Communication}

Griffin, Chapters 14 & 16

Monday, February 1st

*Cultivation Theory*

Griffin, Chapter 27


Wednesday, February 3rd

*Social Life and Mass Communication*


Monday, February 8th

*MIDTERM*

Wednesday, February 10th

*Public Opinion and the Public*


Monday, February 15th

*Presidents’ Day Holiday. No class.*

Wednesday, February 17th

*Guest Lecture: Yph Lelkes*

*Effects Theories of the Press and the Public: Agenda Setting, Framing, and Priming*

Griffin, Chapter 28


Monday, February 22nd

*Producing Frames, Contesting Public Issues, and Changing Attitudes*


Wednesday, February 24th

*Guest Lecture: Victoria Groom*

*Human Computer Interaction*


Monday, March 1st

Producing News


Wednesday, March 3rd

New Media and New Effects?


Monday, March 8th

Guest Lecture: Jesse Fox

Digital Human Representation and Virtual Reality

Wednesday, March 10th

Case Study: Political Communication During The 2007-2008 Presidential Election


The final examination will be during the scheduled time indicated on Axess.