

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
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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:

Em Griffin. *A First Look at Communication Theory* (New York: McGraw Hill). 2009

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

Walter Lippmann, “The World Outside and the Pictures in Our Heads.” Chapter One in *Public Opinion* (MacMillan Co.: New York). 1922. Available online at:
<http://xroads.virginia.edu/~HYPER/Lippman/ch01.html>

Edward Bernays, “Manipulating Public Opinion: The Why and the How.” *American Journal of Sociology*, 1928, 33(6), 958-971. Available on Coursework.

Monday, January 11th

Part Two: Social Concerns and Communication Theory and Research

Paul Lazarsfeld and Robert Merton, “Mass Communication, Popular Taste, and Organized Social Action.” In Lyman Bryson (ed.) *The Communication of Ideas* (Harper & Bros.: New York). 1948. Available on Coursework.

Lewis Wirth, “Consensus and Mass Communication.” *American Sociological Review*, 1948, 13(1), 1-15. Available on Coursework.

Kurt Lang and Gladys Engel Lang, “The Television Personality in Politics: Some Considerations.” *Public Opinion Quarterly*, 1956, 20(1), 103-112. Available on Coursework.

Wednesday, January 13th

Overview of Communication Models and Concepts

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

Denis McQuail & Sven Windahl. Basic models. In *Communication Models for the Study of Mass Communication*. (New York: Longman). 1993. Available on Coursework.

Read sections:

2.1-2.4 on transmission models

2.7 on the ritual model

Monday, January 18th

Martin Luther King, Jr. Holiday. No class.

Wednesday, January 20th

Guest Lecture: Ethan Plaut

Propaganda

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

Rebecca M.L. Curnalia. "A Retrospective on Early Studies of Propaganda and Suggestions for Reviving the Paradigm." *The Review of Communication*, 2005, 5(4), 237-257. Available on Coursework.

Monday, January 25th

Part One: Audiences and Mass Communication

Albert Bandura, Dorothea Ross, and Sheila A. Ross. "Imitation of Film-Mediated Aggressive Models." *Journal of Abnormal and Social Psychology*, 1963, 66, 3-11. Available on Coursework.

Donald Horton and R. Richard Wohl, "Mass Communication and Para-Social Interaction: Observations on Intimacy at a Distance." *Psychiatry*, 1956, 19, 215-229. Available online at: http://www.participations.org/volume%203/issue%201/3_01_hortonwohl.htm

Wednesday, January 27th

Part Two: Audiences and Mass Communication

Griffin, Chapters 14 & 16

Neil Vidmar and Milton Rokeach. "Archie Bunker's Bigotry: A Study in Selective Perception and Exposure." *Journal of Communication*, 1974, 24, 36-47. Available on Coursework.

Monday, February 1st

Cultivation Theory

Griffin, Chapter 27

George Gerbner, Larry Gross, Michael Morgan, and Nancy Signorielli. "The "Mainstreaming" of America: Violence Profile no. 11." *Journal of Communication*, 1980, 30(3), 10-29. Available on Coursework.

Dmitri Williams, "Virtual Cultivation: Online Worlds, Offline Perceptions." *Journal of Communication*, 2006, 56(1), 69-87. Available on Coursework.

Wednesday, February 3rd

Social Life and Mass Communication

Rolf Meyersohn and Elihu Katz, "Notes on a Natural History of Fads." *The American Journal of Sociology*, 1957, 62(6), 594-601. Available on Coursework.

Elihu Katz, "The Two-Step Flow of Communication: An Up-To-Date Report on an Hypothesis," *The Public Opinion Quarterly*, 1957, 21(1), 61-78. Available on Coursework.

Monday, February 8th

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Wednesday, February 10th

Public Opinion and the Public

Sarah Igo, "'A Gold Mine and a Tool for Democracy': George Gallup, Elmo Roper, and the Business of Scientific Polling, 1935-1955." *Journal of the History of the Behavioral Sciences* 2006, 42(2), 109-134. Available on Coursework.

James Fishkin and Robert Luskin, "Experimenting with a Democratic Ideal: Deliberative Polling and Public Opinion." *Acta Politica*, 2005, 40, 284-298. Available on Coursework.

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

Shanto Iyengar, "Framing Responsibility for Political Issues." *AAPSS*, 1996, 546, 59-70.

Monday, February 22nd

Producing Frames, Contesting Public Issues, and Changing Attitudes

Deana Rohlinger, "Framing the Abortion Debate: Organizational Resources, Media Strategies, and Movement-Counter-movement Dynamics." *The Sociological Quarterly*, 2002, 43(4), 479-507. Available on Coursework.

Adam Simon and Jennifer Jerit, "Toward a Theory Relating Political Discourse, Media, and Public Opinion." *Journal of Communication* 2007, 57, 254-271. Available on Coursework.

Wednesday, February 24th

Guest Lecture: Victoria Groom

Human Computer Interaction

Griffin, online chapter: <http://www.afirstlook.com/archive/mediaeq.cfm?source=archther>

Clifford Nass and Youngme Moon. "Machines and Mindlessness: Social Responses to Computers." *Journal of Social Issues*, 2000, 56(1), 81-103. Available on Coursework.

Monday, March 1st

Producing News

Kurt Lang and Gladys Engel Lang, "The Unique Perspective of Television and its Effect: A Pilot Study." *American Sociological Review*, 1953, 18(1), 3-12. Available on Coursework

Steven Livingston and W. Lance Bennett, "Gatekeeping, Indexing, and Live-Event News: Is Technology Altering the Construction of News?" *Political Communication*, 2003, 20, 363-380. Available on Coursework.

Wednesday, March 3rd

New Media and New Effects?

Shanto Iyengar and W. Lance Bennett. "A New Era of Media Effects? The Changing Foundations of Political Communication." *Journal of Communication* 2008, 58, 707-731. Available on Coursework.

W. Lance Bennett and Jarol B. Manheim. "The One-Step Flow of Communication." *Annals AAPSS*, 2006. 608, 213-232. Available on Coursework.

Monday, March 8th

Guest Lecture: Jesse Fox

Digital Human Representation and Virtual Reality

Jeremy N. Bailenson, Nick Yee, Jim Blascovich, and Rosanna E. Guadagno, "Transformed Social Interaction in Mediated Interpersonal Communication." In Elly A. Konijn, Sonja Utz, Martin Tanis, Susan B. Barnes (Eds.), *Mediated Interpersonal Communication* (pp. 77-99) (Lawrence Erlbaum Associates: New York). 2008. Available online at: <http://vhil.stanford.edu/pubs/2008/bailenson-TSI-mediated.pdf>

Wednesday, March 10th

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

Toby Miller, "My Green Crush." *Journal of Visual Culture*, 2008, 8, 154-158 Available on Coursework.

Karin Knorr Cetina, "What is a Pipe?: Obama and the Sociological Imagination." *Theory Culture Society*, 2009, 26, 129-139

Tim Dickinson. "The Machinery of Hope: Inside the Grass-roots Field Operation of Barack Obama, Who is Transforming the Way Political Campaigns are Run." *Rolling Stone*. 2008, March 20. Available online at: <http://www.rollingstone.com/news/coverstory/19106326>

Zack Exley. "The New Organizers, What's Really Behind Obama's Ground Game." *The Huffington Post*. 2008. Available online at: http://www.huffingtonpost.com/zack-exley/the-new-organizers-part-1_b_132782.html

Adam Nagourney. "The '08 campaign: Sea Change for Politics As We Know It." 2008, November 4. *The New York Times*. Available online at: <http://www.nytimes.com/2008/11/04/us/politics/04memo.html>

Review: Colin Delaney. Lessons from the Obama Campaign. *e.politics*. 2009. Available online at: <http://www.epolitics.com/2009/02/23/beginning-an-article-series-on-lessons-from-the-obama-campaign/>

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