

Public Opinion & Propaganda

This course explores the importance of media and culture designed to influence public opinion and produce specific political outcomes. It looks at how media, broadly considered, creates opportunities for combining classic propaganda techniques for a range of political uses in order to communicate effective political messages.

Required Texts

James N. Druckman and Lawrence R. Jacobs *Who Governs? Presidents, Public Opinion and Manipulation*
Walter Lippman *Public Opinion* (available via Blackboard)
Jason Stanley *How Propaganda Works*
John Zaller *The Nature and Origins of Mass Opinion*

Reading Schedule

All readings are to be done prior to class meeting

Introduction to the Course/READ: Introduction to Propaganda (BB)

Bernay's *Propaganda* (BB)

Ong Orality and Literacy, Ch. 9 (BB)

Jowett What is Propaganda, and How Does it Differ from Persuasion? (BB)

McLuhan Understanding Media, Parts I&II (BB)

Zaller (whole book)

Hetherington, Marc. 2001. Resurgent mass partisanship: the role of elite polarization" *American Political Science Review* 95(3), 619-631.

Chong, Dennis and James Druckman. 2007. A theory of framing and opinion formation in competitive elite environments," *Journal of Communication*, 57(1): 99-118.

Popkin, Samuel L. The Reasoning Voter (excerpt)

<http://pscourses.ucsd.edu/ps100da/Popkin%20Reasoning%20Voter%20Ch%201.pdf>

Suggested: Philip Converse 1964. Ideology and Discontent

Anthony Downs. 1957. "An economic theory of political action in a democracy," *Journal of Political Economy* 65(2): 135-150.

Michael Delli Carpini and Scott Keeter. 1996. What Americans know about politics and why it matters. Yale University Press.

Angus Campbell. 1980. The American Voter.

Morris Fiorina. 1981. Retrospective voting in American national elections

Michael C. Dawson. 1994. "A black counterpublic? Economic earthquakes, racial agenda(s), and black politics," *Public Culture* 7(1), 195-223.

**Please note this syllabus is subject to change at the professor's discretion. You will be notified in advance of any such changes.

Allen, Richard L, Michael C. Dawson ,and Ronald E. Brown. 1989. "A schema-based approach to modeling an African-American belief system." *American Political Science Review*, 83(2): 421-441.

Melissa Harris-Lacewell. 2010. Barbershops, bibles and BET Chapter 1 (BB)

Taeku Lee and Zoltan Hajnal. "Leaving the Mule Behind: Independents and African American Partisanship," pp. 151-210

[http://pages.ucsd.edu/~zhajnal/Race,%20Immigration,%20and%20\(Non\)Partisanship%20in%20America.pdf](http://pages.ucsd.edu/~zhajnal/Race,%20Immigration,%20and%20(Non)Partisanship%20in%20America.pdf)

Malikhao, P. and Servaes, J., 2011. The media use of American youngsters in the age of narcissism: Surviving in a 24/7 media shock and awe—distracted by everything. *Telematics and Informatics*, 28(2), pp.66-76.

https://s3.amazonaws.com/academia.edu.documents/29331785/Malikhao_ServaesMillennials2011.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1515450668&Signature=bPg22yOb0VZEv4dgShpSQB9oQbw%3D&response-content-disposition=inline%3B%20filename%3D2011_MALIKHAO_P._and_SERVAES_J._The_med.pdf

Stanley *How Propaganda Works*

Michelson, Melissa R. "The Black Reparations Movement: Public Opinion and Congressional Policy Making." *Journal of Black Studies* 32, no. 5 (2002): 574-587.

Craemer, Thomas. "Framing reparations." *Policy Studies Journal* 37, no. 2 (2009): 275-298.

Howard-Hassmann, Rhoda E., and Anthony P. Lombardo. "Framing reparations claims: Differences between the African and Jewish social movements for reparations." *African Studies Review* 50, no. 1 (2007): 27-48.

Dawson, Michael C., and Rovana Popoff. "Reparations: Justice and greed in Black and White."

Du Bois Review: Social Science Research on Race 1, no. 1 (2004): 47-91.

Nobles, Melissa. "The prosecution of human rights violations." *Annual Review of Political Science* 13 (2010): 165-182.

Recommended: Yamamoto, Eric K. "Racial Reparations: Japanese American Redress and African American Claims." *BC Third World LJ* 19 (1998): 477.

Goebbels *Principles of Propaganda* (BB)

Bernays *Manipulating Public Opinion* (BB)

Lippman *Public Opinion* (BB)

McChesney *Political Problem, Political Solution* (BB)

Norris *Evaluating the Media* (BB)

Barnett *What's Wrong with Media Monopolies* (BB)

Bai "The Framing Wars" http://www.nytimes.com/2005/07/17/magazine/the-framing-wars.html?_r=0

Niman "Spinning the War—Lessons in Propaganda," <http://www.coldtype.net/Assets/pdfs/10.Nim.April01.pdf>

Philip Klinkner "Top Democrats are wrong Trump supporter were more motivated by racism than economic issues,"

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<https://theintercept.com/2017/04/06/top-democrats-are-wrong-trump-supporters-were-more-motivated-by-racism-than-economic-issues/>

Druckman & Jacobs

Andrew Chadwick "The hybrid media system: Politics and power"

<https://pdfs.semanticscholar.org/2292/492aa9804472ee6438abbab67e4750b2e8d1.pdf>

Emily Metzgar and Albert Maruggi. 2009. "Social media and the 2008 election"

<https://pdfs.semanticscholar.org/2890/ebe463a2578f3384744cfd6e356b9debe7f5.pdf>

James D. Barber "The Presidential Character" (BB)

Wells, Chris, Dhavan V. Shah, Jon C. Pevehouse, JungHwan Yang, Ayellet Pelled, Frederick Boehm, Josephine Lukito, Shreenita Ghosh, and Jessica L. Schmidt. "How Trump drove coverage to the nomination: Hybrid media campaigning." *Political Communication* 33, no. 4 (2016): 669-676.

Robert Entman, "Framing bias: Media in the distribution of power," *Journal of Communication*, 57(1): 165-173.

Denning "Trump and Authoritarian Propaganda,"

<http://www.forbes.com/sites/stevedenning/2016/11/06/trump-and-authoritarian-propaganda/#7d404a8c1283>

Link, "Will Donald Trump Have Complete Control of America's Propaganda Arm,"

<http://www.salon.com/2016/12/12/will-donald-trump-have-complete-control-of-americas-propaganda-arm/>

McIntire "How a Putin Fan Overseas Pushed Pro-Trump Propaganda to Americans,"

http://www.nytimes.com/2016/12/17/world/europe/russia-propaganda-elections.html?_r=0

Schatz, "The Kremlin Would Be Proud of Trump's Propaganda Playbook,"

<http://www.motherjones.com/politics/2016/11/trump-russia-kremlin-propaganda-tactics>

Conway et al. "Villains, Victims, and the Virtuous in Bill O'Reilly's 'No Spin Zone'"

http://s3.amazonaws.com/academia.edu.documents/30226418/oreillyjourstud07.pdf?AWSAccessKeyId=AKIAJ56TQJRTWSMTNPEA&Expires=1484013465&Signature=CafSmDx2tm5tqxXgYciysNYf%2BgY%3D&response-content-disposition=inline%3B%20filename%3DVILLAINS_VICTIMS_AND_THE_VIRTUOUS_IN_BIL.pdf

Jones, Jeffrey P. 2012. "The 'New' News as No 'News': US Cable News Channels as Branded Political Entertainment," *Media International Australia* 144(1): 146-155.

<http://journals.sagepub.com/doi/pdf/10.1177/1329878X1214400119>

In Class Presentations

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