

Media and Politics

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About me: Assistant Professor of Management in CNLU Patna. I completed my Ph.D. in Management, thesis on Political Marketing from IIT(ISM) Dhanbad. I am recipient of fellowship from MHRD government of India. My research interests are in the area of Big data, Social media (Twitter & Facebook), News media, Political Marketing, and Election Campaign. I published various research articles in ESCI, ABDC and Scopus indexed journals. My research work are published in international reputed journals like *Asia Pacific Management Review*, *Int. J. of Business Excellence*, *Int. J. of Business Forecasting and Marketing Intelligence*, *Int. J. of Economics and Business Research* and in many more. My current research investigates how news media are used by political parties, marketing consultants and the use of Big data to shape voters electoral choice. I am also reviewer of the *Asia Pacific Management Review* (Elsevier), *Spanish Journal of Marketing – ESIC* (Emerald Insight) and *Journal of Marketing Communications- Taylor & Francis*. I also presented many research papers in international and national conferences. My recent research work accepted in *Oxford Internet Politics & Policy Conference 2024 titled Artificial Intelligence, Deepfakes & Disinformation during Elections: A study of regulatory frameworks in India*.

Course Description and Student Objectives:

The purpose of this course is to provide an understanding of the role of the media in the political system. Both historical and current political trends will be highlighted as they are deliberated and analyzed by the media as well as the advantages and challenges that come with digital media and the 24/7 news cycle. *We will pay special attention to the changing climate of political expression in the online age, as well.*

Upon successful completion of this course, Student will be able to:

- Recognize the fundamental role of the media in shaping the public's perceptions of politicians, the government and the political structure;
- Understand the importance of the Internet and social media in the modern information age and the profound effect it has on media coverage, campaigns and privacy;
- Evaluate the strengths and weaknesses of certain media sources and develop ways to ascertain the validity of information from media sources;
- Identify how political figures are affected by the media and ways in which political figures respond to, influence or even manipulate news coverage.

Required Readings: Iyengar, S. *Media politics: A citizen's guide* (3rd ed.). New York: W. W. Norton & Co.

Student will be expected to read the assigned chapters/pages and be prepared to apply them in class discussions and assessments. These readings are crucial to understanding what you will be doing in this course. *So do NOT neglect to do the readings.*

Course Structure:

This is elective course. Learning modules are set up for each section containing a lecture, readings and activities/assignments for the weekly. Student will be required to read the assigned chapters/pages, go through the lecture slides and do each week's assigned work.

Course Schedule:

Module 1

Media and Politics: What are we doing here?

Politics is often portrayed as a game—sports imagery and metaphors indicate a superficial contest. Unlike other games, however, political ones have real world consequences: war or peace; high taxes, jobs or unemployment, health care. We will discuss what constitutes “politics,” why it is important and how it affects daily lives; we will also look at the purpose of political reporting. How do political journalists do their job and what do they do? What are their goals, and whom do they serve? What are their typical biases and assumptions? How is this changing?

Assignment: Read *Iyengar, Chapter 2*

Read: On covering primaries: https://www.washingtonpost.com/opinions/2019/03/21/media-you-are-doing-it-wrong-again/?utm_term=.e2d524a80609

Read James Klurfeld, “[Improving Media Capacity: Media Must Focus on Policy, Not Just Politics](#),” The Brookings Institution, 2015.

Read Brendan Nyhan, “[Get Off the Bus! Why Access-Based Campaign Coverage is a Dead End](#),” *Columbia Journalism Review*, 2013.

Read Jack Shafer, “[Presidential Campaigns, Sports Writing and the Fine Art of Pretending](#),” Reuters, 2012

DELIVERABLE: Choose a public social media update about any Prime Minister / President's swearing (use Facebook, Twitter, Snapchat, or Instagram). Discussion in class room on why you think it was posted, whether it was opinion or an objective statement, whether it leads to an article and by which publication, who posted it and why you think they posted it, how the audience members (commenters) responded and why you think they responded in that way

Module 2

Media and the Three Branches of Government: How does it work?

Most political coverage consists of keeping watch over our various governmental branches and agencies, and alerting the public to decisions made about their welfare.

In the process of making laws, the members of Parliament represent various interests within Indian society, giving them voice and attention in the national legislature. In recent years, many observers have noted the accelerating partisanship of the body and the gridlock associated. We will look at the implications for political reporting and the reporter's role in covering Prime Minister and Leader of Opposition.

Assignment: Read *Iyengar Chapter 9*

Read James Madison, Federalist No. 10, "[The Union as a Safeguard Against Domestic Faction and Insurrection](#)," November 23, 1787. *Note: The [Federalist Papers](#) were a series of essays written in 1788 by James Madison, Alexander Hamilton and John Jay during the debate over the Constitution's ratification.*

Read Alexander Hamilton or James Madison, Federalist No. 51, "[The Structure of the Government Must Furnish the Proper Checks and Balances Between the Different Departments](#)," February 8, 1788.

Module 3

Politics and the Internet: Interactivity and Social Media

Since 2000, the Internet has become an increasingly crucial tool for organizing, campaigning and communicating. We look at how the digital space is being used by campaigns and activists.

Assignment: Read *Iyengar, Chapter 5*

Read "[The 2016 Presidential Campaign – A News Event That's Hard to Miss](#)," Pew Research Center, 2016.

Read "[Twitter and the Campaign](#)," Pew Research Center, December 8, 2011.

Read Julia K. Woolley, Anthony M. Limperos, Mary Beth Oliver, "[The 2008 Presidential Election, 2.0: A Content Analysis of User-Generated Political Facebook Groups](#)," *Mass Communication and Society*, November 20, 2010.

Read Aaron Smith, "[The Internet and Campaign 2010](#)," Pew Research Center, March 17, 2011.

Read Keith Hampton, et al., "[Social Networking Sites and Our Lives](#)," Pew Research Center, June 16, 2011.

DELIVERABLE: Write a 1-3 page paper summarizing three of the talking points made during PM/President first speech to the nation after winning election. Make note of the PM/President's delivery and word choices. Who does it appear he is talking to? How does he interact with the

audience? How does he uphold the Constitutional premises. Is he more positive or negative? What do you personally think about his message and tenor? Make sure to use quotes and examples from the speech.

Module 4

Media, Elections and Debates: What are the rules?

Television is the most important force in our culture. How do political figures use it? How do debates form public opinion, or do they?

Assignment: Read *Iyengar, Chapter 6*

Read Gabriel S. Lenz, Chappell Lawson, "[Looking the Part: Television Leads Less Informed Citizens to Vote Based on Candidates' Appearance](#)," *American Journal of Political Science*, 2011.

Module 5

Media, Elections and Debates: Television versus social media

Assignment: Read *Iyengar, Chapter 3*

Watch debate on YouTube and on any social media.

Participate in the discussion posted comments on debate on YouTube and Social Media.

Module 6

Op-eds, polemics and news coverage

Assignment: Read NYT's [READERS' GUIDE](#)

Read NYT'S [The Blur Between Analysis and Opinion](#)

Read [A DEFENCE OF POLEMICS](#)

DELIVERABLE: Choose a polemical article or op-ed and a straight news piece on an event and compare and contrast the coverage in a 2-4 page paper. What makes one opinion and the other straight coverage? How does the tone vary between the pieces? What are the different messages given to audience members? What multimedia (links, pictures, embeds, videos, etc.) were used to enhance the experience and persuade? Make sure to use examples and quotes from the two texts.

Module 7

Media and Public Opinion: More polling required?

We'll discuss use and abuse of polling, drafting questions, interpreting data and the pitfalls of writing about them.

Assignment: Read *Iyengar*, Chapter 8

Read David A. Graham, "[Political Polling's Unfavorables Are on the Rise](#)," *The Atlantic*, 2015.

Read Nate Silver, "[How FiveThirtyEight Calculates Pollster Ratings](#)," FiveThirtyEight, 2014.

Read Sheldon R. Gawiser, G. Evans Witt, "[20 Questions a Journalist Should Ask about Poll Results](#)," National Council on Public Polls.

Module 8

Media Pundits and Ethics in Politics: Blurring the Lines

We will examine the power and limitations of the media to shape public opinion and the tendency of the media to overplay scandal and sensationalize news. We look at the tactics that do and don't work to shape how people views issues and those of politicians; we'll discuss the difficulty of countering spin and misinformation once narratives are established, facts have been asserted and assumptions have become hardened.

Assignment: Read *Iyengar*, Chapter 4

Participate in the discussion posted comments on debate on YouTube and Social Media.

Watch coverage of a governmental news story on two different networks, marking the different tone of coverage.

Module 9

Selling and Spinning: Political Advertising

We'll study the different techniques of political advertising, and examine the television political ad and its changing importance as new media takes over.

Assignment: Read *Iyengar* Chapter 7

Module 10

Politics and Money: Where does the buck stop and why?

Interest groups have an organized membership and pursue policy goals that stem from members' shared interests. But the nation's various interests are not equally well organized. We will look at their influence and the challenges of covering their role in the democratic process. Lobbying is the effort by groups to influence public policy through contact with public officials. We'll look at

both “inside” and “outside” lobbying — and the strategies employed, from public pressure to direct donations to politicians.

Assignment: Read Anthony Corrado, “[Financing Presidential Nomination in the Post-Public Funding Era](#),” *The Making of the Presidential Candidates* 2012.

Read R. Sam Garrett, “[State of Campaign Finance Policy: Recent Developments and Issues for Congress](#),” Congressional Research Service, July 18, 2011.

Read “[Buying of the President 2016](#),” Center for Public Integrity, 2016.

Read Kenneth T. Andrews, Neal Caren, “[Making the News: Movement Organizations, Media Attention, and the Public Agenda](#),” *American Sociological Review*, 2010.

Read Lee Drutman, “[How Corporate Lobbyists Conquered American Democracy](#),” *The Atlantic*, 2015.

Read Robert G. Kaiser, “[Citizen K Street: How Lobbying Became Washington’s Biggest Business](#),” *Washington Post*, March 4, 2007.

Read Christopher Witko, “[Influence of Corporate Campaign Contributions in Government Contract Award Decisions](#),” *Journal of Public Administration Research and Theory*, March 18, 2011.

DELIVERABLE: Watch two of the links provided of news coverage of an event. Write a thorough discussion post comparing and contrasting the coverage. Did you find the experience the same or different on each news channel? Expand on the similarities and differences. Point out opinions and ethical quandaries you notice. What multimedia was used by each station? How was the coverage meant to frame the message and how does the frame affect the audience? Comment on two classmates’ comparison discussions.

Module 11

The future of political communication: savvy or sketchy?

We’ll talk about where we’ve been and where we are going, and how we can maintain ethical coverage of politics in the coming years.

Assignment: Read *Iyengar, Chapter 11*

DELIVERABLE: Compare five of Dr Manmoham singh ’s tweets to five of PM Modi’s (SUBJECT TO CHANGE, PENDING ELECTION) tweets. Analyze the difference in tone, tenor, word choice, and professional appeal versus populist appeal. Compare and contrast the content.