

SYLLABUS – POLITICAL CONSULTING

Justus Liebig | Gießen
Course: Political Consulting
2013

Instructor: Dr. phil. (PhD.) Katja Michalak
Dates: June 5, 2013 and June 10, 2013, Time: 12:30 to 15:30
Location: Heinrich-Buff-Ring 38, Carl-Vogt-Haus (MZVG)
June 5, 2013: Room 401
June 10, 2013: Room 101

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Course Description

This course considers the degree to which political opinions and actions are influenced by the mass media as well as the determinants of the mass media's content. Topics to be covered include mass media, perception, leadership, mass communication & vote choice, framing, priming, agenda-setting, heuristics and cognition.

Required Readings

See email attachment (for the first course day).

Communication with Your Instructor:

I encourage every student to feel free to contact me with any problems, concerns, or questions about the course. I am easiest to contact via e-mail (Katjamichalak@hotmail.com) which I do check with religious regularity.

Class Schedule

June 5, 2013

Introduction to Political Communication I: Overview, Mass Media, Perception, Leadership and Mass Communication & Vote Choice

Concept of Power Mass Media

Converse, Philip. 1987. "Changing Conceptions of Public Opinion in the Political Process", Public Opinion Quarterly 51 (2), Supplement: 50th Anniversary Issue, S 12-S24.

Diana C. Mutz and Joe Soss. 1997. "Reading Public Opinion: The Influence of News Coverage on Perceptions of Public Sentiment", Public Opinion Quarterly 61 (3), 431-451.

Mass Communication & Vote Choice

Schmitt-Beck, Rüdiger. 2003. "Mass Communication, Personal Communication and Vote Choice: The Filter Hypothesis of Media Influence in Comparative Perspective", British Journal of Political Science, 33 (2), 233-259.

June 10, 2013

Introduction to Political Communication II: Framing, Priming, Agenda-Setting, Heuristics and Cognition

Framing, Priming and Agenda-Setting

Dietram A. Scheufele and David Tewksbury. 2007. "Framing, Agenda-Setting, and Priming: The Evolution of Three Media-Effects Models," Journal of Communication 57 (1), 9-20.

Lucht, Jens and Linards Udris. 2010. "Transformation of media structures and media content. A diachronic analysis of five Western European countries", National Centre of Competence in Research (NCCR), Challenges to Democracy in the 21st Century, Working Paper No. 49.

Heuristics

Tversky, Amos and Daniel Kahneman. 1974. "Judgment under Uncertainty: Heuristics and Biases," Science 27, September 1974, Vol. 185 (4157), 1124-1131.