



蘇州大學
Soochow University

POL 279 Political Communication

Summer 2023

Course Credits: 4

Contact Hours: 55 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

This course explores the interplay between media and politics in Canada and other regions, examining how evolving information access models affect the authority of political leaders. The study delves into the power dynamics between media outlets and governments, highlighting the conflicting interests at play. It also scrutinizes the impact of pseudo-events such as televised debates, political campaigns, and conventions in shaping our mediated reality.

Upon Completion of this Course, students will be able to:

1. Understand the role of media in shaping political narratives and discourse
2. Analyze the changing models of information access and their impact on political authority figures
3. Examine the power struggle between media and government
4. Evaluate the impact of television debates, political campaigns, and political conventions as pseudo-events
5. Critically evaluate mediated realities and their impact on political knowledge

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:



ITEM	POINTS
Quizzes	20 Points
Midterm	20 Points
Case Study Analysis	20 Points
Final Paper	40 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Bennett, W. L. (2016). *News: The Politics of Illusion* (10th ed.). Pearson.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Media and Politics Topic 2: Theoretical Frameworks for Analyzing Media and Politics Topic 3: Changing Models of Information Access Topic 4: The Rise of Digital Media and its Impact on Political Communication Assessments: Quiz#1
Module 2	Topics: Topic 5: Social Media and its Impact on Political Discourse Topic 6: The Power Struggle between Media and Government Topic 7: The role of Media in holding Government Accountable Topic 8: The Impact of Government Censorship on Media Freedom Assessments: Quiz#2



Module 3	Topics: Topic 9: Television Debates and Political Campaigns Topic 10: Political Conventions as Pseudo-Events Topic 11: The Impact of Media Coverage on Political Conventions and Public Opinion Topic 12: Media Bias and Its Impact on Political Knowledge Assessments: Midterm
Module 4	Topics: Topic 13: The Nature and Causes of Media Bias in Political Reporting Topic 14: The Role of Media in Political Mobilization Topic 15: Media on Political Participation and Social Movements Topic 16: The Impact of Media Technologies on Democratic Participation and Representation Assessments: Case Study Analysis
Module 5	Topics: Topic 17: The Future of Media and Politics Topic 18: The Impact of Emerging Media Technologies on Political Communication and Democracy Topic 19: The Challenges and Opportunities of Artificial Intelligence and Big Data in Political Communication Topic 20: The role of Media Literacy and Citizen Journalism in Promoting Democratic Values and Civic Engagement Assessments: Final Paper

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings



and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at



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Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.