

Course Syllabus

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 **Edit**

PS 4355 – 001

AMERICAN POLITICS IN MASS MEDIA

Spring 2022

1/10 – 4/30

Tuesdays and Thursdays - 2PM-3:20PM

Soules Coll of Business 00112

Dr. Kenneth Bryant Jr.

CAS 125

kbryant@uttyler.edu

Office Hours: T TR 12PM-1:55PM

Note - This syllabus is subject to change. Changes will be announced in class.

Introduction

This course examines the American politics at the mass media level, with an emphasis on communication, opinion, behavior, and culture. Topics include mass media in political campaigns, the influence of popular culture on public opinion and political behavior, as well as the electoral and governing strategies of political communication.

Grade

Weekly Reflection Paper **Course Chat**

Film Screenings – 15

Polling Participation –

Midterm TV Content Analysis

Final Newscast Group Project

Polling Participation Assignment

This assignment reflects a service learning activity that involves the application of social science research and the skills you will use upon graduation. As part of this class you will be trained to conduct surveys by entering detailed information from each survey into the Assisted Telephone Interview (CATI) software. You will also conduct surveys in-person in the Polling Lab and be led by staff members.

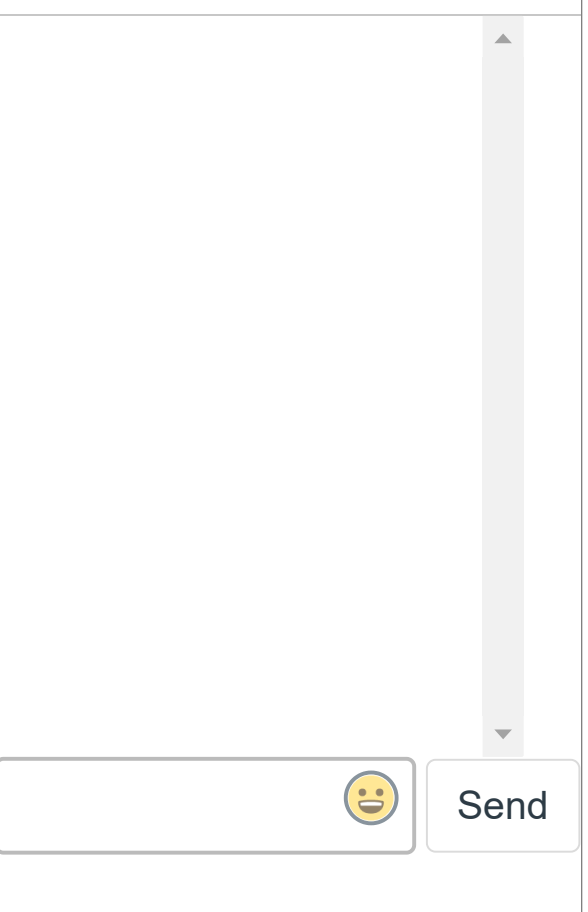
My goal will be to teach you the nuts and bolts of conducting surveys and what to be mindful of as you ask questions to a respondent. You will see how details are collected and then compiled into a larger database to include the research of you and your peers.

The training will be complete upon passage of a Canvas-based proficiency quiz. Note: points will be deducted for each round that it takes to achieve mastery of each task.

The poll you will assist in conducting will be in the field for two weeks, with the Polling Lab open for operation in the evenings between 4:30pm and 8:30pm on Mondays, Tuesdays, Wednesdays, Thursdays, and Fridays, as well as a block of time from 1pm to 5pm on Saturdays and Sundays. You will be able to select shifts to work at one of the 20 stations during that time.

The following are key to your participation grade:

- The University of Texas at Tyler, requires certified researchers to complete 9 units of research and ethics training. The certification is given by the Institutional Review Board. The professional training is provided by CITI.



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To access the training:

<http://www.uttyler.edu/research/compliance/irb/t>
<http://www.uttyler.edu/research/compliance/irb/traini>

Assignment:

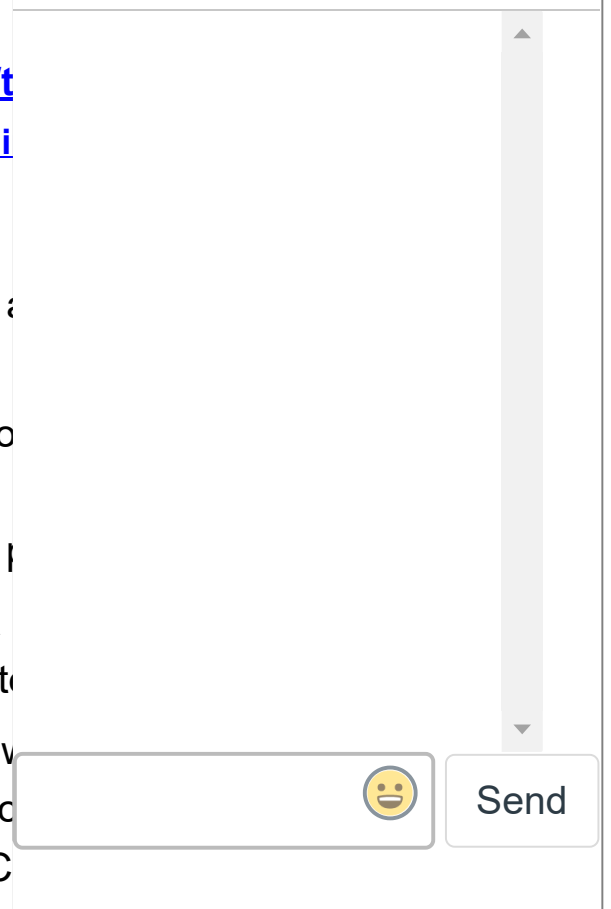
1. Visit the link to the CITI Training and register an account using your [@patriots.uttyler.edu](mailto:pat@patriots.uttyler.edu) email address.

- You will select your organization affiliation as Texas at Tyler.
- You can make your own username and password.

2. Complete the 9 units, they will require passing a quiz.

3. Upload your completion record to Canvas by entering the following information:

- I was able to do this by clicking the "View My Account" link on the account's page. I then scrolled to the bottom of the page and clicked "To Share the Completion Record" (found after "To Share the Completion Record").



- Your participation will be assessed based on the hours you work (**minimum 4 hours**). The quality of your participation will reflect a ratio of the quality of your participation that reflects the number of calls made and the number of calls successfully completed. You will also be evaluated through observation of how clearly you communicate with respondents and complete the assigned tasks.
- You will also be asked to journal (**up to one page per shift**) your experiences, offering a daily reflection on the similarities and differences of respondent attitudes recorded during the surveys you completed. What combinations of views were unexpected? What is your assessment of the political knowledge of respondents you spoke with? What messages from the media or campaigns are being reflected back in the answers of the individuals you spoke with?

Upon submission of this daily journal of your polling experience add an introduction of the main themes you recognized and a conclusion about the value of these reflections as evidence of the larger themes you recognized. In your conclusion, you may also want to add reflections about topics respondents wanted to talk about beyond the survey and offer advice on how the next survey could address those concerns.

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Student Health Center are not sufficient documenta
copy of an obituary, in the unfortunate case you hav
extremely prohibitive circumstances (such as being
campus or a family emergency). The make-up exan
the exam taken by the rest of the class and may inc
excuses will be accepted for a missed exam.

Note – I will *not* be offering “extra credit” opportuniti

Grade Assignmer

Below 60 = F

60 and less than 70 :

70 and less than 80 :

80 and less than 90 = B

90 and less than 100 = A

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Class Disruptions

Repeated talking, texting, or surfing the web on laptops is not acceptable in this class. These actions are distracting. Such disruptions harm the learning environment. Incidents of texting, talking, or surfing the web in class will result in a discussion between the instructor and the student(s) involved. Believe you me, it just ain't worth the hassle, you can Instagram after class.

Required Readings

Iyengar, Shanto. 2016. Media Politics: A Citizen's Guide. Third Edition. W.W. Norton & Company. **ISBN: 9780393937794**

Potter, Claire Bond. 2020. Political Junkies: From Talk Radio to Twitter, How Alternative Media Hooked Us on Politics and Broke

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9781541644991

UT Tyler Honor Code

Every member of the UT Tyler community joins together in a commitment to integrity that will not allow me to lie, cheat, or steal, or knowingly assist anyone who does. Students Rights and Responsibilities To know your rights and responsibilities that affect your rights and responsibilities as a student. For more information, visit the link: <http://www.uttyler.edu/wellness/rightsresponsibilities>

Campus Carry

We respect the right and privacy of students 21 and older to carry concealed weapons in this class. License holders must carry responsibly and keep a handgun secure and concealed. For more information, visit the link at <http://www.uttyler.edu/about/campus-carry/index.php>

UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. (For

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Fall, the Census Date is Sept. 12.) Grade Replacement Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Contract itself, on the Academic Calendar, or in the each semester by the Office of the Registrar. Failure Contract will result in both the original and repeated your overall grade point average. Undergraduates a replacement for only three course repeats during the are eligible for two grade replacements. Full policy of Replacement Contract.

The Census Date (Sept. 12th) is the deadline for many of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Trans directory information, approvals for taking course Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid State-Mandated Course

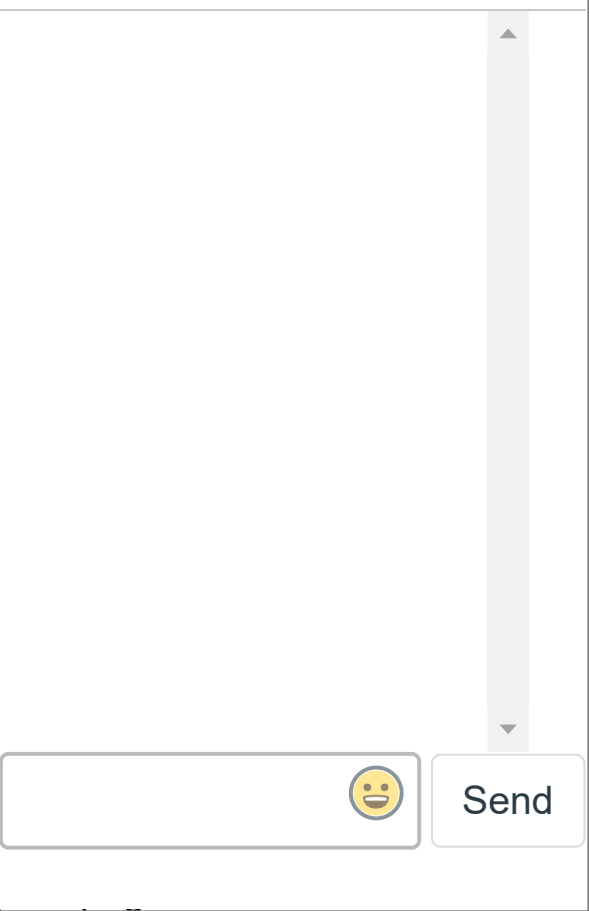
Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by

documentation of the extenuating circumstance. Please contact the Student Services Center if you have any questions.

Disability/Accessibility Services

In accordance with Section 504 of the Rehabilitation Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical, and mental disabilities. If you have a disability, including a non-verbal learning disorder, chronic illness, TBI, PTSD, ADHD, or other condition, and need modifications or accommodations in a previous educational setting, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out an application. The Student Accessibility and Resources (SAR) office will review your application. Once an application has been submitted and an appointment has been scheduled with the Director of Student Services/ADA Coordinator. For more information about filling out an application for services, please visit the SAR



<http://www.uttyler.edu/disabilityservices> or call 903.566.7079, the SAR office located in the University Center, # 3150 or call 903.566.7079.

Student Absence due to Religious Observance

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester. (Revised 05/17)

Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The

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(e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act. Grades will not be transmitted electronically.

Emergency Exits and Evacuation

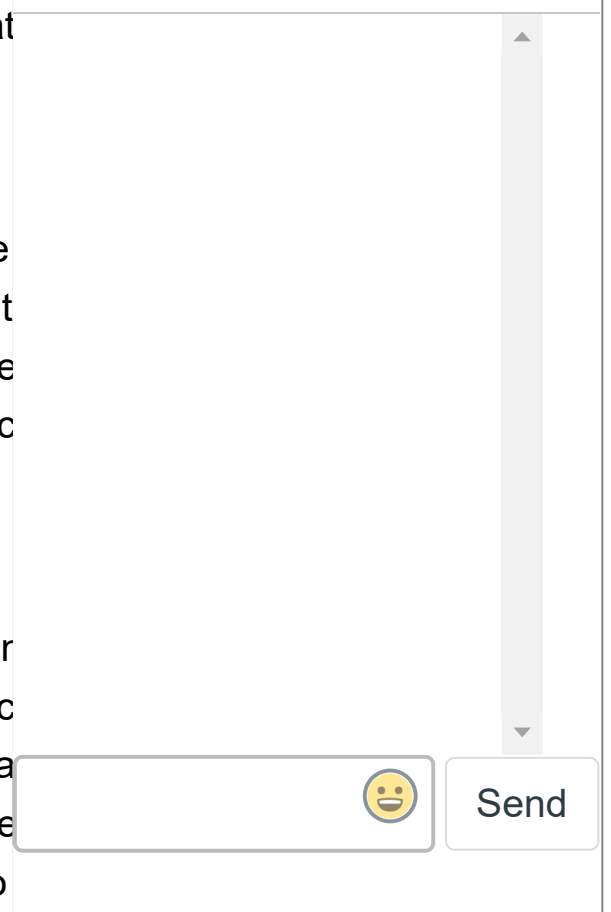
Everyone is required to exit the building when a fire instructor's directions regarding the appropriate exit are given. In the event of an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police or Fire Prevention Services.

Student Standards of Academic Conduct

Disciplinary proceedings may be initiated against a student for acts of scholastic dishonesty, including, but not limited to, copying or submission for credit of any work or materials that are not your own, giving to another person, taking an examination for another person, or giving unfair advantage to a student or the attempt to do so.

“Cheating” includes, but is not limited to:

- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed “crib notes”. The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructor has designated that the examination is not to be shared.

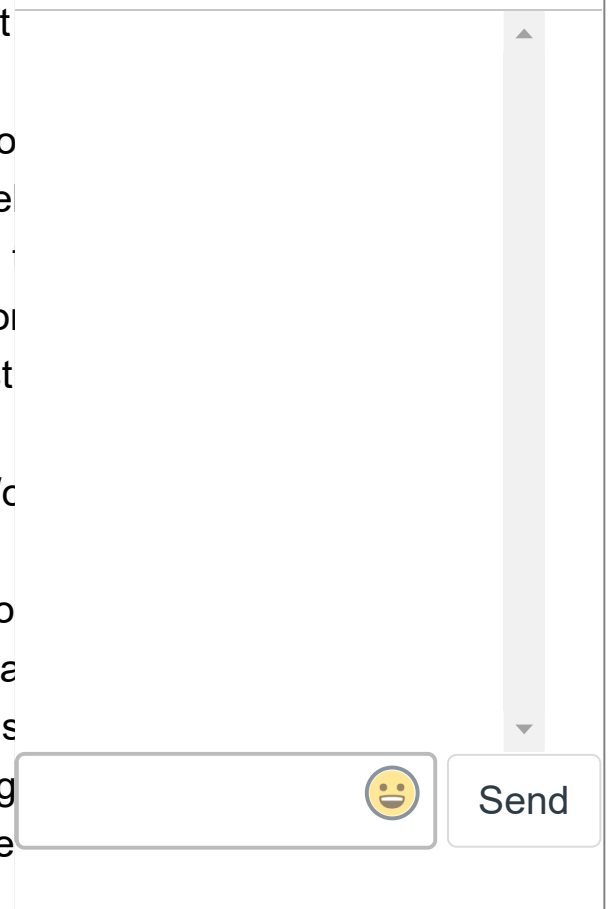


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to be removed from the examination room or not the student;

- substituting for another person, or permitting another person to take a course, a test, or any course-related activity;
- paying or offering money or other valuable thing to obtain an unadministered test, test key, homework, or information about an unadministered test, test program;
- falsifying research data, laboratory reports, and/or credit;
- taking, keeping, misplacing, or damaging the property at Tyler, or of another, if the student knows or reasonably believes that unfair academic advantage would be gained by so doing;
- misrepresenting facts, including providing false grades, for the purpose of obtaining an academic or financial benefit academically or financially.



“Plagiarism” includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the submission of it as one’s own academic work offered for credit.

“Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.

All written work that is submitted will be subject to review by plagiarism software.







UT Tyler Resources for Students

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
(<mailto:writingcenter@uttyler.edu>)
- UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
(<mailto:tutoring@uttyler.edu>)


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- The Mathematics Learning Center, RBN 4021, the lab for math students, with tutors on duty to assist early-career courses.
- UT Tyler Counseling Center (903.566.7254)

Course Summary:











Date	Details
Thu Jan 13, 2022	 Your Agreement https://uttyler.instructure.com/courses/28889/assignments/566880
Sun Jan 23, 2022	 The Evolving Story of "The News" https://uttyler.instructure.com/courses/28889/assignments/566881
Sun Jan 30, 2022	 Implicit Association Tests (IAT) and Reflection Paper https://uttyler.instructure.com/courses/28889/assignments/569217 due by 11:59pm
Mon Feb 7, 2022	 The Press & Democracy https://uttyler.instructure.com/courses/28889/assignments/566880 due by 11:59pm
Mon Feb 21, 2022	 Public Opinion https://uttyler.instructure.com/courses/28889/assignments/566881 due by 11:59pm
Mon Mar 7, 2022	 Reporters, Sources, & Adversarial Journalism https://uttyler.instructure.com/courses/28889/assignments/566883 due by 11:59pm
Mon Mar 14, 2022	 Local/National Media, Crime Coverage, & Political Implications https://uttyler.instructure.com/courses/28889/assignments/567136 due by 11:59pm

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Date	Details
	 TV News Content Analysis https://uttyler.instructure.com/courses/28889/assignments/567234
Mon Mar 21, 2022	 Newscast Outline https://uttyler.instructure.com/courses/28889/assignments/567234
	 Moral Panics & Fear Frenzies https://uttyler.instructure.com/courses/28889/assignments/567234
Mon Mar 28, 2022	 New Media, Polarization & Misinformation https://uttyler.instructure.com/courses/28889/assignments/567234
Mon Apr 11, 2022	 Campaigning, Image & the Media https://uttyler.instructure.com/courses/28889/assignments/567234
	 Journal https://uttyler.instructure.com/courses/28889/assignments/560418 due by 11:59pm
Mon Apr 18, 2022	 Final Project - News Broadcasts https://uttyler.instructure.com/courses/28889/assignments/560695 due by 11:59pm
	 Race, Gender, & "Representation" in Media https://uttyler.instructure.com/courses/28889/assignments/567287 due by 11:59pm
Thu Apr 21, 2022	 Newscast Peer-Group Evaluation https://uttyler.instructure.com/courses/28889/assignments/569219 due by 11:59pm
Mon Apr 25, 2022	 Film #1 https://uttyler.instructure.com/courses/28889/assignments/560414 due by 11:59pm

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Date

Details

 **Film #2**
<https://uttyler.instructure.com>

 **Film #3**
<https://uttyler.instructure.com>

 **Film #4**
<https://uttyler.instructure.com>



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