

#### POLITICS AND INTERNATIONAL RELATIONS

## POLITICS 113 Politics and the Media

# **COURSE SYLLABUS**

Note: check Canvas course pages for the most up-to-date syllabus information

Semester One 2017 | Tues 11AM – 12PM; Thurs 11AM – 12PM 260-073 (Lecture theatre OGGB4, Owen G. Glenn building)

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#### **COURSE DESCRIPTION**

WELCOME to Politics 113 – Politics and the Media. This paper provides an introduction to political communication and the 'mediated' aspects of politics and democracy. It introduces class members to some of the major ideas and academic insights relating to the role of words and images in public political life. Topics covered include media history, the role of news media in a democracy, the online revolution, political economy of media, national and global dimensions, media freedom and regulation, journalism and news bias, political marketing and 'spin', the analysis of media discourse, and the role and response of audiences. The course is particularly relevant to students interested in further study in politics and media and considering careers related to journalism, public relations, opinion polling, campaign management, political advertising, and political consulting. But it is also relevant to anyone who is a member of the New Zealand public and who watches, listens to, or reads the media – which is everyone.

#### **PURPOSES AND OBJECTIVES**

In the first-ever book devoted to politics (no less!), Aristotle famously described humans as being naturally 'political animals' because they have the ability to communicate with each other and so collectively pursue a better life. In his day, this meant speaking to each other – there was no news media and politics was a face-to-face activity. Today our political communication is very different. Modern politics is largely mediated politics, even though online media reintroduce aspects of a more direct encounter. The main source of information about what governments do is the media, and our views on what governments *should* do are generally filtered through the media. The core concern of this course is what difference the news media makes to politics, to the continuing collective pursuit of a better life: how does it help, how does it hinder, how could it improve?

By the end of the course you should possess: a general understanding of the role of the media in democracy; a deeper understanding of the particular role of the news media in its relationship to politics broadly conceived and to the political process viewed more narrowly, including election campaigns; an awareness of the influences affecting this relationship, from human agency to historical, technological, economic, institutional and cultural factors; an awareness of major approaches to the media, in scholarly and policy terms; an enhanced ability to reflect critically on media output, on the role of the news media, and on politics; and an enhanced range of academic and critical skills of more general application, centrally the ability to locate and interpret relevant information and to articulate findings in discussion and in written assignments.

#### **COURSE STRUCTURE**

The course is taught through 24 lecture hours and 11 weekly tutorials. Lectures are given by Dr Geoff Kemp and speakers from academia and the news media. A lecture programme can be found on pages 5-9 below. Some changes may occur as we respond to current events and accommodate guest lecturers but this will not affect the range of topics covered.

**Tutorials** will start in the second week of semester, by which time you should know the time and location of your tutorial, having enrolled for one online. You should attend all tutorials – they provide grounding in academic skills, develop understanding of course topics, act as a conduit for course and exam information, and provide the chance for you to share your views and raise questions. Your tutor is involved in marking your work so will provide valuable feedback. If you have shown a willingness to contribute to tutorials the tutor may be more sympathetic to requests for coursework extensions and aware of your abilities in the event of a borderline grade needing confirmation. Get to know your tutor!

**Tutorials begin in week 2 and the tutorial topics run a week behind the lecture topics.** For example: in week 2, tutorials cover the lecture topics from week 1, and in week 3, tutorials cover the lecture topics from week 2. **Please attend tutorials having read the relevant required reading(s).** 

Please contact your tutor or the coordinating tutor, either by email or in person, in the first instance if you have any questions, concerns or comments about any aspect of the course.

#### **COURSE ASSESSMENT**

Course assessment is based on two pieces of coursework (a test in class and an essay assignment, together worth 50% of the final grade) and a two-hour final exam (50%). Details follow.

#### <u>TEST</u>

Value: 20% of Final Grade Date: 11am Thursday 13 April (in class, week 6) Duration: 40 minutes writing time (50 mins total session)

Details: The test will be held at the normal lecture time and place. It will require you to write in response to questions on topics covered in the first part of the course. Further guidance will be given before the test on the structure and how to prepare. Everyone is expected to sit the test. Anyone who for *very* good reason cannot do so (e.g. medical reasons) must submit an Aegrotat form (see UoA website).

#### **ASSIGNMENT**

Value: 30% of Final Grade

Due: 4pm Monday 22 May (start of week 10)

Length: 1,400-1,700 words

Topic: The second piece of coursework is a media analysis assignment. You will analyse examples of media output (media 'texts') and write an essay of up to 1,700 words in response to one question from a list to be circulated. The assignment should be based on close, critical observation, informed by relevant academic research strategies and readings. The list of examples and questions, along with further advice, will be circulated as early as possible. The assignment should be submitted both digitally (via Canvas) and physically to the essay drop-off box in the Arts faculty reception area in ARTS 1. The physical copy must have a cover sheet, generated on Canvas: see submission guide on the last page of this syllabus.

#### **EXAMINATION**

Value: 50% of Final Grade

Date: Time and location to be announced

**Duration: Two hours** 

Details: You will be required to write short essays in response to three questions which you will choose from a list of questions reflecting themes and topics covered during the course as a whole.

Plussage does not apply in this course.

All students are expected to have read and understood the Politics and International Relations <u>Coursework Guide</u>, available on Canvas. This gives information on academic writing, late submission penalties, and plagiarism policy.

The Assignment *must* be submitted via Canvas as well as submitted in hard copy: completion of *both* stages will count as the submission date. Submission through Canvas will run your essay through Turnitin, checking for any plagiarism problems.

Students should consult their tutor at the earliest possible opportunity if for any reason they face problems in completing any part of the coursework. Do not suffer in silence.

#### Core Readings

The course textbook is Geoff Kemp, Babak Bahador, Kate McMillan and Chris Rudd, eds., *Politics and the Media, Second Edition* (Auckland: Auckland University Press, 2016), hereafter referred to by title, as 'Kemp et al.' or simply 'the textbook'. The book will be your core reading and you are expected to buy a copy or otherwise have access to a copy. It can be bought from UBS bookshop and other outlets. There are copies in the General Library, including copies available on short loan. The book is a collaborative work for use in several New Zealand university courses and its chapter sequence may differ from the lecture sequence: check the lecture list.

Each week's core readings are indicated in the lecture schedule, with links on Canvas to the reading list on Talis. For each week's readings, consult Canvas/Talis, which will include updated information possibly not in this syllabus. As well as the textbook there are additional core readings (required or recommended) which can be found on Canvas and/or available as electronic readings (ER) via Canvas/Talis or the library website). Brief details of author and title are given below, and a fuller reference will be found in the 'Further Reading List' posted on Canvas; ask if unclear.

Note: Readings are listed in the week of the relevant lectures, and will normally be the relevant readings for the tutorial the following week. If not, your tutor will advise on what to read for the next tutorial.

#### Further Reading

To supplement the core readings, 'further readings' are indicated in the lecture list and on Canvas/Talis. I may also provide additional readings on Canvas as we go along. You are encouraged to read as widely and deeply as possible. Reading widely and wisely is a key academic skill: demonstrating that you have gained new insights from doing so can be a way to turn a solid B-range grade into a stellar A-range grade.

You are also strongly encouraged to get to know the news media, by reading and watching widely, taking in both New Zealand and international media, online and offline, including newspapers, television, radio and other sources of news and political commentary.

#### **ELECTRONIC RESOURCES**

#### <u>Canvas</u>

Canvas will be used to post course materials and lecture presentations, and to post and email course notices. Lecture slides may not be posted until after the lecture and it is at the discretion of guest lecturers whether they provide any material for uploading. Please ensure you can use the system and that your email address is current. Advice on accessing Canvas is available from the Information Commons Helpdesk.

#### Talis reading list

Readings are listed on Talis, accessible through Canvas or by entering the course code (Politics 113) into the University library's Talis page (http://auckland.rl.talis.com/).

#### FACEBOOK

The course has a Facebook page: http://www.facebook.com/Politics113. From time to time the teaching team may post interesting and relevant things to the Facebook page, and students are welcome to use the Facebook page to share and discuss happenings in the media and politics generally. Using the Facebook page is voluntary, and Facebook complements rather than substitutes official channels of communication such as Canvas and email.

## LECTURE PROGRAMME

#### Week I

#### Tues 7 March: Media, Politics and Democracy: Introduction

The media and political influence – an overview. We will discuss politics, power and media's role. What is politics, what is democracy, why do the news media matter? What do we mean when we talk about 'media'?

#### **Required reading:**

• Read this Course Syllabus, and Kemp, 'Media, Politics and Democracy', chapter 1 of *Politics and the Media*.

#### **Further reading:**

• As further introductory reading, or if you have yet to get a copy of the textbook, try: John B. Thompson, 'Media and Politics'; Michael Schudson, 'Political Culture of News'. These are on Canvas, or can be accessed as electronic readings (ER) via the Library website. Also useful: John Street, *Mass Media, Politics and Democracy* (2<sup>nd</sup> edn, Basingstoke: Palgrave, 2011), particularly 'Introduction' and chapters 11 and 12.

#### Thur 9 March: Media, Politics and Democracy: Media Freedom and Monitoring Power

In what ways do the media serve our democratic needs? What is the role of media freedom and the 'Fourth Estate'? How might those wielding power in politics and society be monitored by and for the public? Should governments underpin the public service function of media?

#### Reading:

• As 4 March, plus Bahador, 'The State and Propaganda', ch. 4 of Politics and the Media.

#### Week 2

# Tues 14 March: Media Revolutions: 'Democracy without Media', the 'Printing Revolution' and the Public Sphere GK

Can we imagine politics without the media? Ancient Athens – the birthplace of democracy – lacked media as we know it, and some recent theorists see it as pointing to an improved, more 'deliberative' democracy in our own day. When did 'media' enter history? How does the medium affect the message? We look at the shift from spoken to written to printed words, including the 'printing revolution' in Europe and the signing at Waitangi, and encounter Jürgen Habermas's influential theory of the public sphere.

**Required reading:** 

• Kemp, 'Media History', chapter 2 of *Politics and the Media*; Jürgen Habermas, 'The Public Sphere: An Encyclopedia Article' (Canvas).

#### Recommended reading:

• John B. Thompson, from *The Media and Modernity* (Canvas) or John.B. Thompson, 'The Reinvention of Publicness' (ER). Benedict Anderson, from *Imagined Communities* (Canvas).

#### Further reading:

More on ancient democracy: M.I. Finley, from *Democracy Ancient and Modern* (Canvas).
More on the rise of print: Elizabeth Eisenstein, 'The Emergence of Print Culture in the West' (Canvas); Asa Briggs and Peter Burke, 'Media and the Public Sphere in Early Modern Europe' (ER)

• More on 'orality, literacy and the Treaty': D.F. McKenzie, 'Orality, Literacy and Print in Early New Zealand' (Canvas); Danny Keenan, 'Aversion to Print?' (ER).

#### Thur 16 March: Media Revolutions: 'Mass Media', Television and 'Broadcast Democracy'

'News' is new by definition but it has a past too, and the rise of news, journalism and mass media are linked to the rise of public opinion as a key factor in politics. How have the links between the media, public opinion, and politics developed and changed? Recent theorising about the 'public sphere' can help us think about this. Printed news provided the first 'mass media' but the twentieth century saw the arrival of radio and then today's dominant medium (still) – television. What is distinctive about TV and what are the consequences for political discourse?

#### <u>Required and recommended reading:</u>

• As 14 March, plus Atkinson, 'The Political Role of Television in New Zealand,' ch. 17 of *Politics and the Media*, particularly part A.

#### <u>Further reading</u>:

More on television and the public sphere: Simon Cottle, 'Television Agora and Agoraphobia (ER); Phelan, et al., ' "A Heart to Heart on Race Relations: TVNZ's State of the Nation as Public Sphere Discourse', *Pacific Journalism Review*, 11:1 (2005), 133-53
On the press: Stuart Allan, 'The Rise of "Objective" Newspaper Reporting' (ER).

• On radio: Kate McMillan, 'Radio and Politics in New Zealand,' ch. 16 of *Politics and the Media* 

#### Week 3

#### Tues 21 March: Media Revolutions: New Media and Post-Broadcast Politics

We're in the grip of a new media revolution, or a new 'new media' revolution. What might be the political implications of the online and digital transformation?

**Required reading:** 

• Murchison, 'Online Media in New Zealand', ch. 18 of *Politics and the Media*; Cass Sunstein, from *Republic.com 2.0* 

Further reading:

• Matheson, 'The Power of Online Politics', ch. 12 of *Politics and the Media*; H. Semetko and M. Scammell, 'The Internet and Citizenship' (Canvas).

#### Thur 23 March: Making News: Journalists and Journalism - Dr Gavin Ellis

Journalists 'make' news. What are the factors influencing the news they deliver? What newsroom norms, commercial and cultural constraints, professional and personal pressures count? What are the political pressures and constraints on freedom of information and expression? What political role should the ideal journalist play, and what ethical considerations are involved? Can we afford to be complacent about the challenges facing inquiring journalists and concerned citizens?

<u>Required reading</u>:

• Kemp, 'Journalists and Journalism,' ch. 5 of *Politics and the Media*; Gavin Ellis, 'The Political Role of New Zealand Newspapers,' ch. 15 of *Politics and the Media*.

#### Also recommended:

• Gavin Ellis, *Complacent Nation* (2016); Michael Schudson, 'Six or Seven Things News can do for Democracy' (Canvas).

#### Further reading:

• Bennett, 'News Stories: Four Information Biases That Matter', ch. 2 of *News: The Politics of Illusion*; Street, ch. 7, 'Watchdogs or Lapdogs? The Politics of Journalism'.

#### Week 4

#### Tues 28 March: 'Manufacturing' News? Political Economy of the Media

The media is big business, but how much does money talk? A lot, according to the political economy approach to studying the media. What is this approach, and what can it tell us about the way money, media and politics interact?

**Required reading:** 

• Rudd, 'Political Economy of the Media,' ch. 3 of *Politics and the Media*. <u>Further reading</u>:

• Bahador, 'The State and Propaganda', ch. 4 of *Politics and the Media*; Robert W. McChesney, 'Political Economy of Communication' (Canvas); Street, *Mass Media*, *Politics and Democracy*, chaps 6 and 8.

#### Thur 30 March: New Zealand Media: A Chartered Guide

The media landscape has altered dramatically in New Zealand. This lecture looks at the past and present of the NZ news media: what is it, who runs it, how well does it serve our needs? The political experiment of a 'TVNZ Charter' reveals some of the aspirations and the challenges facing ideals of democratic media in our small democracy.

#### Required reading:

• Atkinson, 'The Political Role of Television in New Zealand,' ch. 17 of *Politics and the Media*, particularly parts C and D; also ch. 3, particularly pp 48-52; TVNZ Charter (Canvas).

#### **Recommended reading:**

• Comrie and Fountaine, 'Retrieving Public Service Broadcasting' (Canvas); Television New Zealand Amendment Bill –Third Reading, 12 July 2011 (Canvas).

#### **Further reading:**

• Phelan, et al., 'A Heart to Heart' (see 12 March); McMillan, 'Radio and Politics in New Zealand,' ch. 14 of *Politics and the Media*; section on 'Media Debate' in Miller, *New Zealand Government and Politics* (2010).

#### Week 5

#### Tues 4 April: Māori, Media and Politics

Our guest speakers are Annabelle Lee and Mihingarangi Forbes of TV's *The Hui*. 'Mass media' implies a uniform product and audience but we live in a world of diversity. How 'monocultural' is the media? What is the relationship between Māori and news media? What role should Māori media play and how should 'mainstream' media meet the challenge of covering Māori affairs?

#### Recommended reading:

• Sue Abel, 'Māori, Media and Politics,' ch. 19 of *Politics and the Media*; Abel, 'Television News and Monoculturalism' (Canvas)

#### Thurs 6 April: New Zealand Media: A Chartered Guide (resumed)

Continuation from last week's lectures.

Reading: As 30 March.

#### Week 6

#### Tues 11 April: Making News: Journalists, Politicians and Political PR

Public relations and information management are increasingly central to political messagemaking. How legitimate is the place of PR and "spin"? How are parties and politicians being sold to the public? Or should we think less about spin and more about how political marketing makes political parties increasingly responsive to their "customers", the public?

#### Core reading:

• Craig, 'Politicians, Journalists and Spin', ch. 6 of *Politics and the Media*; Edwards, 'Politicians, Party Professionals and the Media,' ch. 14 of *Politics and the Media*.

#### <u>Further reading</u>:

• Jennifer Lees-Marshment, 'The product, sales and market-oriented party' (Canvas); Brian McNair, 'PR Must Die' (Canvas); Street, ch. 9, 'Transforming Political Communication? The Rise of Political Marketing and Celebrity Politics'.

Thur 13 April: **Test in class** – cancelled due to university emergency closure During normal lecture-time. Please be punctual!

#### Mid-semester break

Week 7

Tues 2 May: Test - rescheduled

#### Thurs 4 May: Getting the Message: Analysing the Media

We all watch TV or read the newspaper, but how should we *study* the media? What are the various methods researchers have adopted, and how might we best analyse or 'read' media texts, such as those for the second piece of coursework?

#### **Required reading:**

• Rudd, 'How Media and Politics are Researched,' ch. 9 of *Politics and the Media*; also chapters 10 and 11.

#### Further reading:

• See list in 'Media Analysis' (Canvas). Also, Fountaine and Comrie, 'New Zealand Media Coverage of Women Politicians', ch. 20 in *Politics and the Media* 

#### Getting the Message: Audiences and Media Effects

What difference does the media make? In what ways are we, the audience, influenced by what we see, hear and read? What does research tell us about the media's political influence? What is framing and how does it link media content and audience behaviour?

#### <u>Required reading</u>:

• Rudd, 'Effects of the Media on Citizens and Politicians', and Armoudian, 'The Political Impact of Media Framing,' chaps. 10 and 11 of *Politics and the Media*.

#### Further reading:

• As 2 May, plus Scheufele et al, 'Framing, Agenda Setting, and Priming' (Canvas); Street, ch. 4, 'Media Effects'; Schudson, 'Does News Matter?' (ER).

#### Week 8

#### Tues 9 May: Political Marketing and Vote Compass

Political Marketing is all about politicians listening and responding to public views; and during elections, the media are supposed to engage the public about issues. In the 2014 NZ Election, TVNZ launched Vote Compass, an online voter education tool. This lecture given by Jennifer Lees-Marshment will show what Vote Compass is all about, ahead of the 2017 election, including showing how media can contribute positively to democracy when working in partnership with university academics in a deliberative, informed and citizen-friendly way. We will also explore how effectively the main parties use political marketing to respond to voters' desires, not just on policy but leadership and governing ability.

#### **Required reading:**

• Lees-Marshment et al: Vote Compass in the 2014 New Zealand Elections (Canvas) Further reading:

• Lees-Marshment, 'The product, sales and market-oriented party' (Canvas).

#### Thur 11 May: Media Politics: Campaign Communication

Election campaigns mark the "sharp end" of the relationship of politics and the media. How have "mediatised" elections developed, how are they changing, and what is the media's impact on voters and political outcomes?

#### **Required Reading:**

• Pippa Norris, 'Campaign Communications' (Canvas); Brian McNair, 'Party Political Communication' (Canvas).

#### **Further reading:**

• Ansolabehere and Iyengar, 'Going negative: How political advertising shrinks and polarizes the electorate' (Canvas); Lau, Sigelman, and Rovner, 'The effects of negative political campaigns: a meta-analytic reassessment' (Canvas); Edwards, 'Politicians, Party Professionals and the Media,' ch. 14 of *Politics and the Media*.

#### Week 9

#### Tues 16 May: Media Politics: Inside New Zealand Political Journalism

Our guest speaker, Guyon Espiner from RNZ *Morning Report*, will talk about life in the news media, and media developments in New Zealand and beyond.

#### <u>Reading</u>:

• No set reading. Readings for weeks 4, 8 and 9 will be relevant.

#### Thur 18 May: Media Politics: The Campaign on Television

'Election campaigns have always been a mixture of bread and circuses, but New Zealand citizens are increasingly being offered only crumbs and clowns.' Does this sum up television's coverage of election campaigns in New Zealand? How is the NZ campaign covered?

#### **Required Reading:**

• Bahador, Boyd, and Roff, 'Media Coverage of New Zealand Elections: 2008-2014' ch. 13 of *Politics and the Media*.

#### Further Reading:

• McMillan, Kate. 'Black-ops, Glove Puppets and Textual Relations: The Media's Campaign 2014 (Canvas); Joe Atkinson, 'Television' (Canvas); Atkinson, 'The Campaign on Television' (ER); J. Hayward and C. Rudd, 'Parties, Voters and the Media', in Miller, *New Zealand Government and Politics*.

#### <u>Week 10</u>

#### Tues 23 May: Media and International Relations

The media are a key source of the public's awareness of international affairs, and play a part in foreign policy and international relations. What are their role in international politics?

**Required reading:** 

• Bahador, 'Media, Foreign Policy and International Affairs,' ch. 7 of *Politics and the Media*.

#### **Further reading:**

• Philip M. Taylor, 'Journalism Under Fire: The Reporting of War and International Crises', in S. Cottle, ed., *News, Public Relations and Power*. London: Sage, 2003, pp. 63-79 (Canvas); David Miller, 'Information Dominance' (Canvas).

#### Thur 25 May: Media, Conflict and Peace

How does the news media cover armed conflict, and what are its duties to the public: should it be impartial, patriotic or anti-war, can it penetrate the "fog of war"?

<u>Required reading</u>: • Bahador, 'Media, Conflict and Peace,' ch. 8 of *Politics and the Media*. <u>Further reading</u>: • As 23 May.

#### Week 11

#### Tues 30 May: Making News: 'Spin' and Fake News

What is the relationship between the media, democracy and 'populism'? Guest lecturer Joe Atkinson talks about tabloid journalism, fake news, 'hybrid' television news, and the strengths and weaknesses of news satire and parody as forms of political discourse.

<u>Required reading</u>:

• Joe Atkinson, 'Political Mediators,' in R. Miller, ed., New Zealand Government and Politics, 5th edn, Oxford University Press, Melbourne, 2010, pp. 413-430.

#### **Further reading:**

• Craig, 'Politicians, Journalists and Spin', ch. 6 of *Politics and the Media;* Joe Atkinson, 'Performance Journalism: A Three-Template Model of Television News,' *International Journal of Press/Politics*, 16(1) 2011, pp. 102-129; Edwards, 'Politicians, Party Professionals and the Media,' ch. 14 of *Politics and the Media*.

#### Thur I June: The Media at Play: Entertainment and Politics GK

Is the "soft end" of the media important too? Most of our media consumption is entertainment more than news: sport, soaps and *Simpsons*. Why does this matter politically, and what are the politics of the seemingly "non-political"?

#### **Required reading:**

• Kemp and Blomkamp, 'Politics, Media and Entertainment', ch. 17, *Politics and the Media, first edition* (2013) (Canvas).

#### **Further reading:**

• Street, *Mass Media*, *Politics and Democracy*, ch. 3, 'It's Just for Fun: Politics and Entertainment'; John Street, *Music and Politics*, 'Introduction' and ch. 9.

#### <u>Week 12</u>

#### Tues 6 June: Media, New Media and Political Futures

We've come a long way from Athenian 'democracy without media' to modern 'media supersaturation' and digital revolution. This session draws together theory from the early part of the course, subsequent insights into media practice, and the examination of political coverage and particularly election campaigns in recent weeks. What are the connections to be made between a more theoretical and 'academic' perspective and the world of 'real politics'? What does the future hold for politics and the media? To be concluded in the last lecture.

#### <u>Reading</u>:

• tba.

#### Thur 8 June: Conclusion and exam prep

As well as concluding the review begun in the last lecture, this lecture hour will offer further guidance to help you do well in the examination.

#### Reading:

• No reading. Or rather, read everything you can and excel in the examination!

#### Exam break

#### **ESSAY/ASSIGNMENT SUBMISSION QUICKGUIDE**

Unless you have a properly made alternative arrangement with your tutor or lecturer (such as an extension), all essays must be submitted to

#### THE POLITICS ESSAY DROP-OFF BOX IN ARTS 1 RECEPTION, SYMONDS ST

#### BEFORE <u>4PM</u> ON THE DUE DATE.

Your essay must include an official Cover Sheet (available from Canvas) properly completed. You must also submit your essay digitally (via Canvas(, which utilizes the academic intergrity service Turnitin.com. Anti-plagiarism policy requires this digital submission. See Canvas for more information. At 4PM on the due date, essays will be collected from the box and date-time stamped before being delivered to the marker. Any essays received after 4PM on the due date will be **marked as late**.

#### Late Coursework:

For the policy on extensions and penalties for lateness, see Cecil or the current edition of the Political Studies *Coursework Guide*. Students are encouraged to see their tutor/lecturer in any event to discuss what options are available to complete the coursework despite the lateness.