

Enseignant : Elio DI PAOLANTONIO

Type de cours : Cours Magistral

Intitulé : *The Evolution of American Political Campaigns*

Langue d'enseignement : anglais

Formation : 2A

Mutualisation : DU anglophone

Année : 2022-2023 semestre 2

Nombre d'heures effectives : 20

ECTS : 2 ECTS

# Syllabus

Sciences Po Toulouse

2A

**The Evolution of American Political Campaigns**

---

## COURSE SUMMARY:

---

With the amount of political media coverage of U.S. elections today, voters have never had greater access to information about electoral candidates and policy issues. Yet, knowledge of public affairs seems compromised by the electorate's inability to actually process the overwhelming amount of media content available. The relentless broadcasting loops in 24-hour news programming and an increasingly fragmented media ecosystem sustained by the Internet and social media have inaugurated an era of media *saturation*. Within the context of eroding public trust of mainstream journalism and political institutions, this course examines the evolving relationship between the news media & U.S. election campaigns while considering the effects on democracy.

Ongoing developments in the media landscape have led to profound changes in the way the news industry, politicians and their constituents interact. In the digital age, the influence of the media on American politics has evolved significantly: today's news organizations are facing new challenges in their attempt to cover not only political campaigns, but policy issues between elections as well. Meanwhile, the techniques used by politicians to win elections, maintain power and accomplish policy objectives are also shifting. In this context, we will examine the nature of modern U.S. political campaigning and consider the complex interdependencies among major actors. We will on occasion embark on a comparative analysis with other democracies so as to shed light on the uniqueness of the America model.

## COURSE OBJECTIVES:

---

- Describe the interaction between U.S. political campaigns & American media system
- Account for the specificity of the American news media as compared to most other democracies
- Chronicle various political strategies which use news media to win elections
- Become familiar with the evolution of political campaign media coverage in the age of the Internet
- Introduce key notions in media literacy to decode election campaign communication techniques
- Encourage critical thinking on public opinion influence of campaigning practices
- Consider the pervasiveness of advertising as a cultural & political specificity in the U.S.A.

**GRADING AND EVALUATION:**

---

**FINAL EXAM**

STUDENTS WILL SIT FOR A **2-HOUR EXAM** DURING THE EXAM PERIOD. THIS WILL CONSIST OF A COMBINATION OF MULTIPLE CHOICE AND WRITTEN EXPRESSION QUESTIONS IN RELATION TO THE COURSE (ABOUT TWENTY MCQS AND ONE SHORT ESSAY).

**COURSE MATERIALS:**

---

ALL MATERIALS IN CONNECTION WITH THE COURSE WILL BE MADE AVAILABLE ON THE SCIENCES PO TOULOUSE **MOODLE PLATFORM** – THIS INCLUDES **POWERPOINT SLIDES, MANDATORY READINGS AND REVISION SUMMARIES.**

**CALENDAR:**

---

CLASSES WILL BE HELD DURING THE SPRING SEMESTER OVER A **10-WEEK PERIOD** BETWEEN **JANUARY 25TH & APRIL 5TH** WITH **2-HOUR LECTURES ONCE A WEEK.**

**CLASS 1** (JANUARY 25<sup>TH</sup>)

**INTRODUCTION – PRELIMINARY REMARKS AND THEORETICAL CONSIDERATIONS**

BERGMAN, TABE. “THE PROBLEM OR THE SOLUTION? REFLECTIONS ON ‘THE PUBLIC’ IN THE WORKS OF NOAM CHOMSKY AND WALTER LIPPMANN.” *SYNAESTHESIA: COMMUNICATION ACROSS CULTURES* 1, NO. 4 (MARCH 2019): **PAGES 159-166**

**CLASS 2** (FEBRUARY 1<sup>ST</sup>)

**DEMOCRACY, CAMPAIGNS AND THE NEWS MEDIA**

HALLIN, D. C., & MANCINI, P. (2004). COMPARING MEDIA SYSTEMS: THREE MODELS OF MEDIA AND POLITICS. CAMBRIDGE, ENGLAND: CAMBRIDGE UNIVERSITY PRESS **PAGES 1-32**

**CLASS 3** (FEBRUARY 8<sup>TH</sup>)

**EVOLUTION OF NEWS MEDIA PRODUCTION**

HAMILTON, J. T. (2003). ALL THE NEWS THAT’S FIT TO SELL: HOW THE MARKET TRANSFORMS INFORMATION INTO NEWS. PRINCETON, NJ: PRINCETON UNIVERSITY PRESS. **PAGES 17-49**

**CLASS 4** (FEBRUARY 15<sup>TH</sup>)

**NEW VS OLD (LEGACY) MEDIA**

ALCOTT, H., & GENTZKOW, M. (2017). SOCIAL MEDIA AND FAKE NEWS IN THE 2016 ELECTION. *JOURNAL OF ECONOMIC PERSPECTIVES*, 31, **PAGES 211–233**

**CLASS 5** (FEBRUARY 22<sup>ND</sup>)

**THE MEDIA AS A PLATFORM FOR POLITICAL CAMPAIGNS**

ERIKA FRANKLIN FOWLER, MICHAEL M. FRANZ, GREGORY J. MARTIN, ZACHARY PESKOWITZ, AND TRAVIS N. RIDOUT POLITICAL ADVERTISING ONLINE AND OFFLINE AMERICAN POLITICAL SCIENCE REVIEW, 115, **PAGES 1-59**

**CLASS 6** (MARCH 8<sup>TH</sup>)

**DO CAMPAIGNS MATTER? QUESTIONS OF CIVIC EDUCATION AND VOTER BEHAVIOUR**

GREEN, D., PALMQUIST, B., & SCHICKLER, E. (2002). PARTISAN HEARTS AND MINDS: POLITICAL PARTIES AND THE SOCIAL IDENTITIES OF VOTERS. NEW HAVEN, CT: YALE UNIVERSITY PRESS **PAGES 1-23**

**CLASS 7** (MARCH 15<sup>TH</sup>)

**EFFECTS OF NEWS MEDIA ON SOCIETY – PARADOX OF LIMITED PUBLIC IMPACT**

KING, G., SCHNEER, B., & WHITE, A. (2017). HOW THE NEWS MEDIA ACTIVATE PUBLIC EXPRESSION AND INFLUENCE NATIONAL AGENDAS. SCIENCE, 358, **PAGES 776–780**

**CLASS 8** (MARCH 22<sup>ND</sup>)

**THE NEVER-ENDING CAMPAIGN – USING THE NEWS MEDIA TO GOVERN**

AULETTA, K. (2004, JANUARY 11<sup>TH</sup>). FORTRESS BUSH: HOW THE WHITE HOUSE KEEPS THE PRESS UNDER CONTROL THE NEW YORKER

**CLASS 9** (MARCH 29<sup>TH</sup>)

**IMPLICATIONS FOR THE FUTURE – ARE AMERICAN POLITICS DOOMED TO BEING “OUT OF REACH, OUT OF SIGHT, AND OUT OF MIND”?**

LIPPMANN, W. (1925). THE PHANTOM PUBLIC. NEW YORK: TRANSACTION PUBLISHERS (EXCERPT IN THE LANAHAN READINGS IN AMERICAN POLITY 4<sup>TH</sup> EDITION) **PAGES 383-387**

**CLASS 10** (APRIL 5<sup>TH</sup>)

**CONCLUDING THOUGHTS - THE CULTURE OF ADVERTISING IN POLITICAL CAMPAIGNS**

**RECOMMENDED LEARNING RESOURCES AND BIBLIOGRAPHY:**

---

THE FOLLOWING **BIBLIOGRAPHY** IS INTENDED FOR THOSE STUDENTS WISHING TO DO FURTHER READINGS ABOUT THE SUBJECT. **THESE READINGS ARE NOT MANDATORY:**

ANSOLABEHERE, S., BEHR, R., & IYENGAR, S. (1991). *MASS MEDIA & ELECTIONS: AN OVERVIEW*. AMERICAN POLITICS QUARTERLY, 19, 109-139.

ARNOLD, R.D. (2004). *CONGRESS, THE PRESS, AND POLITICAL ACCOUNTABILITY*. PRINCETON, NJ: PRINCETON UNIVERSITY PRESS.

BAGDIKIAN, B.H. (2000), *THE MEDIA MONOPOLY* (6<sup>TH</sup> EDITION). BOSTON: BEACON.

BENNETT, W.L., LAWRENCE, R.G. & LIVINGSTON, S. (2008) *WHEN THE PRESS FAILS: POLITICAL POWER & THE NEWS MEDIA FROM IRAQ TO KATRINA*. CHICAGO: UNIVERSITY OF CHICAGO PRESS

BERNAYS, E. (1928), *PROPAGANDA*. NEW YORK: IG PUBLISHING.

DELLI CARPINI, M.X. & KEETER, S. (1996), *WHAT AMERICANS KNOW ABOUT POLITICS & WHY IT MATTERS*. NEW HAVEN, CT: YALE UNIVERSITY PRESS.

DIAMOND, E. & BATES, S. (1992) *THE SPOT: THE RISE OF POLITICAL ADVERTISING ON TELEVISION*. CAMBRIDGE, MA: MIT PRESS.

ESHBAUGH-SOHA, M. & PEAKE, J.S. (2011) *BREAKING THROUGH THE NOISE: PRESIDENTIAL LEADERSHIP, PUBLIC OPINION AND THE NEWS MEDIA*. STANFORD, CA: STANFORD UNIVERSITY PRESS.

GANS, HERBERT J. (2003) *DEMOCRACY & THE NEWS*. NEW YORK: OXFORD UNIVERSITY PRESS

HEDGES, C. (2009) *EMPIRE OF ILLUSION: THE END OF LITERACY AND THE TRIUMPH OF SPECTACLE*. NEW YORK: NATION BOOKS.

HERMAN, E. S., & CHOMSKY, N. (1988). *MANUFACTURING CONSENT: THE POLITICAL ECONOMY OF THE MASS MEDIA*. NEW YORK: PANTHEON BOOKS.

KLEIN, N. (1999) *NO LOGO*. TORONTO: KNOPF CANADA.

MCCHESNEY, R.W. (2004), *THE PROBLEM OF THE MEDIA*. MONTHLY REVIEW PRESS, CH.2, CH.3

MCCHESNEY, R.W. & NICHOLS, J. (2010), *THE DEATH & LIFE OF AMERICAN JOURNALISM*. NEW YORK: NATION BOOKS.

MILLER, C. (2008, NOVEMBER 7). *HOW OBAMA'S INTERNET CAMPAIGN CHANGED POLITICS*. FROM NEW YORK TIMES BLOG WEBSITE: <https://bits.blogs.nytimes.com/2008/11/07/how-obamas-internet-campaign-changed-politics/>

MILLER, J.M. & KROSNICK, J.A. (2000). *NEWS MEDIA IMPACT ON THE INGREDIENTS OF PRESIDENTIAL EVALUATIONS: POLITICALLY KNOWLEDGEABLE CITIZENS ARE GUIDED BY A TRUSTED SOURCE*. AMERICAN JOURNAL OF POLITICAL SCIENCE, 44, 295-309

SPEAKES, L. (1988) *SPEAKING OUT: THE REAGAN PRESIDENCY FROM INSIDE THE WHITEHOUSE*. NEW YORK: SCRIBNER.

---