

University of Montana

## ScholarWorks at University of Montana

---

University of Montana Course Syllabi

Open Educational Resources (OER)

---

Fall 9-1-1995

### PSC 342.01: Media and Public Opinion

William J. Chaloupka

*University of Montana, Missoula*

Follow this and additional works at: <https://scholarworks.umt.edu/syllabi>

**Let us know how access to this document benefits you.**

---

#### Recommended Citation

Chaloupka, William J., "PSC 342.01: Media and Public Opinion" (1995). *University of Montana Course Syllabi*. 6751.

<https://scholarworks.umt.edu/syllabi/6751>

This Syllabus is brought to you for free and open access by the Open Educational Resources (OER) at ScholarWorks at University of Montana. It has been accepted for inclusion in University of Montana Course Syllabi by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact [scholarworks@mso.umt.edu](mailto:scholarworks@mso.umt.edu).

**Media and Public Opinion**

**Instructor:** Bill Chaloupka (office Jeannette Rankin Hall 101A, in the Environmental Studies office area) 243-6111. I check my voice-mail regularly.

**E-mail address:** billc@selway.umt.edu

**Office Hours:** 11-noon Tues., 1:30-3 Weds. & 2:15-3 Thurs., or by appointment.

**Description:** Television and other mass media are undeniably powerful agents of social and political influence. But, especially considering the level of fascination these agents evoke, there are considerable disagreements about even the basic terms we use to understand them. In recent years, an exciting body of intellectual work has developed, around issues of media and public opinion. This course will emphasize that new theoretical work, but will also address more traditional public opinion topics. This is not a course in "how to conduct a public opinion poll," however. We will look at how polls are used in politics and in governing.

**Prerequisite:** PS100 or consent of instructor. This course is available for graduate credit. Graduate students must arrange with the instructor for additional research requirements.

**Requirements:** Students are required to read all assigned material (prior to the date listed below), attend all class sessions and take two exams. There will be several short writing assignments, to be discussed in class. Extra credit will be offered to students who provide multimedia material that is used in class. (One point for each item, at the instructor's discretion. Video tape, compact disc, audio tape, disks, slides, and printed material can be used. You must be able to leave the item with the instructor between class sessions, for preview and evaluation. Put your name on each item. Taped material must be cued and ready to use. Only very brief items will be used.)

Improvement and participation will be taken into consideration. Exams count 35% each.

Participation and attendance, 10%. Papers, 20%.

**TEXTS:**

1. Erickson and Tedin. *American Public Opinion* (on the schedule below: ET)
2. Kathleen Hall Jamieson, *Dirty Politics: Deception, Distraction & Democracy* (J)
3. Mattelart and Mattelart *Rethinking Media Theory* (MM)
4. Thomas Mann and Gary Orren, *Media Polls in American Politics* (MO)
5. A Fac-pac or additional readings is available through the university bookstore (R)

WEEK	Day	DATE	DAY	READINGS	TOPIC
1	1	5-Sep	TUE		Introduction
	2	7-Sep	THU	Jamieson thru 1-1, Miller (in R)	Drama, Television, and Understanding
NOTE: Spring 96 application to graduate due Sept. 18, in the Registration Center, Lodge 113. Start early: your major department needs to review it first.					
2	3	12-Sep	TUE	ET chpt 1-2	Public Opinion and its Scientific Assessment
	4	14-Sep	THU	M&O chpts. 1-2	Polls as Agents in US Politics
3	5	19-Sep	TUE	ET chpt 3-4	Psychology, Ideology, and Opinion Formation
	6	21-Sep	THU	M&O chpt. 3	Developments in Polling
Monday, Sept. 25 is the last day to add classes or pay fees. Serious late fees apply if you miss this deadline.					
4	7	26-Sep	TUE	ET chpt. 5-6	Socialization and Stability
	8	28-Sep	THU	M&O chpts. 4-5	Instability and Error <b>Paper topic distributed</b>
5	9	3-Oct	TUE	ET chpts. 7-8	Groups and Public Opinion
	10	5-Oct	THU	M&O chpt. 6 (no readings; paper due in class)	Media Polls and Public Opinion <b>Paper Due In Class</b>
Monday, October 9 is the last day to drop a class.					
6	11	10-Oct	TUE	ET chpts. 9-10	Elections, Representation, and Control
	12	12-Oct	THU	M&O chpt. 7	Journalism and Democracy
7		17-Oct	TUE	ET chpts 11-12	Parties, Interest Groups, and Democratic Practice
	13	19-Oct	THU	(no readings; catch-up day)	Polls & Politics; What's Measurement, What's Agency?
8	14	24-Oct	TUE	<b>REVIEW</b>	Bring questions. Review sheet will be distributed.
	15	26-Oct	THU	<b>EXAM ONE</b>	(blue books NOT necessary) NOTE: If you are going to miss the exam, you need to notify the instructor before the exam.

More, Next Page

<u>WEEK</u>	<u>Day</u>	<u>DATE</u>	<u>DAY</u>	<u>READINGS</u>	<u>TOPIC</u>
9	16	31-Oct	TUE	Jamieson through I-3, review Miller (in R)	Television as Mood (Irony, Cynicism): Family Feud and Attack Culture
	17	2-Nov	THU	Jamieson I-4, Fiske (in R)	Advertising, Part I. Quiz Shows; TV's Way of Presenting Itself <i>Preregistration for Fall quarter extends from November 3-17</i>
10	18	7-Nov	TUE	Jamieson Part II-5 & 6	Advertising, Part II
	19	9-Nov	THU	Jamieson III-7	The News: Spectacle, Sounding Board
11	20	14-Nov	TUE	Jamieson III-8, IV-9	Strategies, Solutions, and Engagement
	21	16-Nov	THU	Jamieson IV-10 Dumm (in R)	Power/ Knowledge, Ronald Reagan, and TV during Wartime <b>Paper Topic Distributed</b>
12	22	21-Nov	TUE	Cavell (in R)	The Fact of Television
		23-Nov	THU	<b>HOLIDAY</b>	
13	23	28-Nov	TUE	M&M thru Pt 1 ch 3	Discourse, Thinking about Communication, Metaphor (Hitchcock) <b>Paper due</b>
	24	30-Nov	THU	M&M thru Pt 2 ch 8	Information, Linearity, Power, and Consumption
				<u>READINGS</u>	<u>TOPIC</u>
14	25	5-Dec	TUE	M&M thru Pt 3 ch 11	Knowledge, Fun, and Alternatives
	26	7-Dec	THU	M&M thru Pt 4 ch 14	The Decline of Big Truth
15	27	12-Dec	TUE	M&M thru Pt 5 ch 16	Popular Culture
	28	14-Dec	THU	<b>REVIEW</b>	Class evaluation, review questions answered, review sheet distributed
	19-Dec		TUES	<b>FINAL EXAM</b>	10:10-noon Journalism 304

• By university policy, the final exam can be rescheduled only if a student has three exams scheduled on one day. Make travel plans accordingly.

• Final grades will be posted by noon, Friday, December 22, or you can leave a stamped, self-addressed envelope, and we will mail grades and exams. Exams will be available in my office at the start of spring term. Scores and grades can also be returned by e-mail.