“New Media, New Politics” is an examination of the changing face of the media landscape. We look at three media sectors—cable TV, talk radio, and social media—to try to understand how they may be changing politics in America. A central question we'll address is how these new media differ from traditional mass media (so we'll read about traditional print newspapers and broadcast TV news as well). More broadly the course focuses on technological change, the changing nature of media enterprises, public policies (including deregulation), political and consumer behavior, and impact on the policymaking processes.

This course is a seminar and each class session will revolve around brief student reports and extensive debate on the readings. Thus, we will explore ideas, concepts, and current events as a group and learn through discussion and argumentation.

Professor Berry’s office hours this semester are Mondays 3:00-4:30, Wednesdays 11:00-12:00 and by appointment. Professor Liss will normally be on campus only on Mondays so please make an appointment if you’d like to meet with her. The best times would be before or after class.

Course requirements include two take home essays (each 25 percent of your grade) and a group research project (40 percent). Class participation will count for the final 10 percent of your grade. The research project is described in a separate document. What is important to know about the research project right from the start is that everyone on an individual research team receives the same grade. In short, you sink or swim together. If you feel uncomfortable with this, PS 104 may not be the right class for you. That said, the vast majority of teams work really well together and last year’s projects were excellent.
Please note that you are expected to attend each and every class. We only meet a limited number of times during the semester and, as you will learn once we start up, there are not many notes to be taken. Thus, if you miss a class there will be no notes to borrow from a classmate. Class sessions are highly interactive and each student is expected to participate in the give-and-take about the questions at hand.

The following books are required for this class:

- James Hamilton, *All the News That’s Fit to Sell*
- Alex Jones, *Losing the News*
- Jeffrey Berry and Sarah Sobieraj, *The Outrage Industry*
- Jonathan Ladd, *Why Americans Hate the Media and How It Matters*
- Matt Bai, *All the Truth is Out*

Links to all the articles are on the Trunk site for the course. In addition, there are selections from two books, *Post-Broadcast Democracy* and *After Broadcast News*. These are on reserve at Tisch. However, please note that there is only one copy of each so you may want to Xerox the selected chapters sometime before the crunch just before discussion on them is due.

JAN. 25: Course introduction

FEB 1: Hamilton, *All the News That’s Fit to Sell*, Chaps. 1, 2, 3, 4, 6, 8, and 9

FEB 8: Berry and Sobieraj, *The Outrage Industry*, Chaps. 1-5

FEB 18: Berry and Sobieraj, *The Outrage Industry*, Chaps. 6-8

Nicholas Carr, “How Social Media is Ruining Politics”

Eytan Bakshy et al, “Exposure to ideologically diverse news and opinion on Facebook”


Amber Phillips, “The Surprising Genius of Donald Trump’s Twitter Account”

Paul Schwartzman and Jenna Johnson, “It’s Not Chaos: It’s Trump’s Campaign Strategy”

FEB 29:

“Virtual Beauty Parade” (from *The Economist*) (online advertising)

“Buy, Buy, Baby” (from *The Economist*) (computer bidding for customers)

“Getting to Know You” (from *The Economist*) (acquiring information about consumers)

Robert Epstein, “How Google Could Rig the 2016 Election”

Team research proposals (one page) due

MARCH 7:

Ladd, *Why Americans Hate the Media*, Chaps. 3-8
First essay question handed out

MARCH 14:
Andrew Marantz, “The Virologist” How a young entrepreneur built an empire by repackaging memes.
Research teams meet with either professor Berry or Liss in second hour
Essays due in class.

MARCH 28:
Bai, All the Truth is Out

APRIL 4: Bruce Williams and Michael Delli Carpini, After Broadcast News, Chap. 4
Second essay handed out

APRIL 11: “Page One” (documentary)
Second essay due in class
Research teams meet with either professor Berry or Liss in second hour

APRIL 25: Jones, Losing the News

MAY 2: Research teams report in class

MAY 9: Research team papers due