



The Hebrew University of Jerusalem

Syllabus

The Theories of Communication (B): Political Psychological and Digital Aspects - 50525

Last update 20-10-2024

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: Communication & Journalism

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Meital Balmas

Coordinator Email: meitalbalmas@gmail.com

Coordinator Office Hours: Tuesday 12.15-13.15

Teaching Staff:

Prof. Meital Balmas,
Mr. Omer Ben Simhon

Course/Module description:

The critical examination of theoretical approaches in contemporary communication studie

Course/Module aims:

The critical examination of theoretical approaches in contemporary communication studies.

Learning outcomes - On successful completion of this module, students should be able to:

To explain the major theories in a range of topics across contemporary communication research.

To achieve a high level of competence in conceptualizing key questions in media, politics, and cultural studies.

To produce in-depth critical readings of advanced theoretical writings.

To compare and contrast central thinkers and schools of thought and to interpret and evaluate their points of similarity and difference.

To analyze empirical communications and cultural phenomenon in the light of the theories studied.

Attendance requirements(%):

100%

Teaching arrangement and method of instruction: Lectures, Exercises and Assignments

Course/Module Content:

1. The public sphere
2. Communication and Public Opinion
3. Communication and the international arena
4. Comparative study: media institutions, political systems
5. Soft news
6. Psychology and Communication
7. Mediated moderated effects

Required Reading:

חומר חובה לקריאה:

נושא 1: המרחב הציבורי המשתנה: בין הברמס לצוקרברג

שיעור:

הברמס, י. (2001). המרחב הציבורי. בתוך ד. כספי (עורך), תמונות בראש: דעת קהל ודמוקרטיה (ע"מ 57 - 62). תל אביב: האוניברסיטה הפתוחה.

פריט זה מופיע גם באנגלית:

[Habermas, J. (1974). *The Public Sphere: An Encyclopedia Article*. *New German Critique*, 3, pp. 49-55.

Also published as "The Public Sphere" in Jürgen Habermas on Society and Politics: A Reader, S. Seidman ed. (Boston: Beacon Press, 1989), pp. 231-236.]

Manuel Castells (2008). *The New Public Sphere: Global Civil Society, Communication Networks, and Global Governance*.

Zizi Papacharissi, (2006). *The Virtual Sphere 2.0: The Internet, the Public Sphere and beyond*. *Handbook of Internet Politics* Andrew Chadwick, Philip Howard (Eds.).

תרגול:

Dahlberg, L. (2001). *The Internet and democratic discourse: Exploring the prospects of online deliberative forums extending the public sphere*. *Information, Communication & Society* 4: 615-633.

Papacharissi, Z. (2002). *The virtual sphere: The internet as a public sphere*. *New media & society*, 4(1), 9-27.

נושא 2: דעת קהל ותקשורת

שיעור:

Price, V. (1992). *Public opinion*. Newbury Park, CA: Sage Publications.

Popkin, Samuel L. (1991). *The reasoning voter*. Chicago: University of Chicago Press.

Iyengar, S. (1987). 'Television News and Citizens' Explanations of National Affairs. *American Political Science Review*, 95: 95-114.

Shapiro, Y. R. (1998). *Public opinion, elites, and democracy*

תרגול:

שמיר, י. ושמיר, מ. (1997). תופעות של בורות קיבוצית בדעת הקהל בישראל. דברים אחרים 1, ע"ע 99-115.

Davison, W. P, (1983). *The Third Person Effect in Communication. Public Opinion Quarterly*, 47: 1-15.

יריב צפתי ???

נושא 3: תקשורת והזירה הבינלאומית (2 שיעורים)

שיעור:

Nye, J. S. (2008). *Public Diplomacy and soft power. The ANNALS of the American Academy of Political and Social Science*, 616: 94-109.

Balmas & Sheaffer (2013). *Leaders First, Countries After: Mediated Political Personalization in the International Arena*

Golan a, G. J. & Yang, S. (2013). *Diplomat in Chief? Assessing the Influence of Presidential Evaluations on Public Diplomacy Outcomes Among Foreign Publics. American Behavioral Scientist (on line first)*

תרגול:

Sheaffer, T. & Gabay, I. (2009). *Mediated Public Diplomacy: A Strategic Contest over International Agenda Building and Frame Building. Political Communication*, 26:447-467.

Hayden, C., Waisanen, D., & Osipova, Y. (2012). *Facilitating the Conversation: The 2012 U.S. Presidential Election and Public Diplomacy Through Social Media. American Behavioral Scientist*, 57(11) 1623-1642.

נושא 4: מחקר השוואתי (מוסדות תקשורת, מערכת פוליטית)

שיעור:

Inglehart, R., & Welzel, C. (2005). *Modernization, cultural change, and democracy: The human development sequence. New York: Cambridge University Press.*

Inglehart, R., & Welzel, C. (2010). *Changing Mass Priorities: The Link between Modernization and Democracy. Perspectives on Politics*, 8: 551-567.

Hallin, D. C. & Mancini, P. (2004). *Comparing Media Systems. Three Models of Media and Politics. New York: Cambridge University Press.*

Sartori, G. (1976). *Parties and party systems: A framework for analysis. London: Cambridge University Press.*

תרגול:

Wu, H. D. (2000). *The systemic determinants of international news coverage: A comparison of 38 countries. Journal of Communication*, 50: 110-30.

Iyengar, S., Curranb, J., Brink, L. A., Salovaara -Moringd, I., Hahne, K. S., & Coen, S. (2010). *Cross -National versus Individual -Level Differences in Political Information: A Media Systems Perspective. Journal of Elections, Public Opinion & Parties*, 20,

291-309.

נושא 5: בידוריזציה והשפעותיה

שיעור:

Holbert, R. L. (2005a). A typology for the study of entertainment television politics. *The American Behavioral Scientist*, 49, 436-453.

Nabi, R. L., Moyer-Guse, E. & Byrne, S. (2007). All joking aside: A serious investigation into the persuasive effect of funny social issue messages. *Communication Monographs*, 74, 29-54.

Niven, D., Lichter, S. R., & Amundson, D. (2003). The political content of late night comedy. *Harvard International Journal of Press/Politics*, 8, 118-133.

Baum, M. A. (2003). *Soft news goes to war: Public opinion & American foreign policy*. Princeton, NJ: Princeton University Press.

תרגול

Hollander, B. A. (2005). Late-night learning: Do entertainment programs increase political campaign knowledge for young viewers? *Journal of Broadcasting & Electronic Media*, 49, 402-405.

Balmas, M. (2013). *When fake news become real: Combined Exposure to Multiple News Sources and Political Attitudes of Inefficacy, Alienation and Cynicism*. *Communication research*.

Holbert, R. L. (2004). Political talk radio, perceived fairness, and the establishment of president George W. Bush's political legitimacy. *Harvard International Journal of Press/Politics*, 9, 12-27

נושא 6: פסיכולוגיה ותקשורת

שיעור

Nelson, E. N., Clawson, R. A., & Oxley, Z. M. (1997). Media framing of a civil liberties conflict and its effect on tolerance. *The American Political Science Review*, 19: 567-583.

Iyengar, S., & Simon A. (1993). *News Coverage of the Gulf Crisis and Public Opinion A Study of Agenda-Setting, Priming, and Framing*. *Communication research*, 20: 365-388.

Meffert, F.M., Chung, C., Joiner, A. J., Waks, L., & Garst, J. (2006). *The Effects of Negativity and Motivated Information Processing During a Political Campaign*.

Journal of Communication, 56: 27-51.

תרגול

Malamuth, N.M., & Check, J.V.P. (1981). *The effects of mass media exposure on acceptance of violence against women: A field of experiment. Journal of research in personality, 15: 436-446.*

Tsfati, Y., & Cohen, J. (2003). *On the Effect of the "Third-Person Effect": Perceived Influence of Media Coverage and Residential Mobility Intentions. Journal of Communication, 53: 711-727.*

נושא 7: בין השפעות ישירות למותנות/מתווכות
שיעור

Andrew F. Hayes. (2009). *Beyond Baron and Kenny :Statistical Mediation Analysis in the New Millennium. Communication Monographs, Volume 76 Issue 4, December 2009, p. 408-420.*

Hayes, A. F., & Matthes, J. (2009). *Computational procedures for probing interactions in OLS and logistic regression: SPSS and SAS implementations. Behavior Research Methods, 41, 924-936.*

Peter, J., & Valkenburg, P. M. (2010). *Processes underlying the effects of adolescents' use of sexually explicit internet material: The role of perceived realism. Communication Research, 37, 375-399.*

Hmielowski, J. D. (2012). *Intramedia Moderation, Electoral Ambivalence, and Electoral Decision Making. Mass Communication and Society, 15, 454-477.*

תרגול:

Holbert, R. L. (2005b). *Intramedia mediation: The cumulative and complementary effects of news media use. Political Communication, 22, 447-462.*

Basil, M. D. (1996). *Identification as a mediator of celebrity effects. Journal of Broadcasting & Electronic Media, 40: 478-495.*

מידע נוסף/הערות:

ייתכנו שינויים בסילבוס ו/או בסדר השיעורים.

Additional Reading Material:

Will be specified during the semester

Grading Scheme:

*Essay / Project / Final Assignment / Home Exam / Referat 70 %
Submission assignments during the semester: Exercises / Essays / Audits / Reports
/ Forum / Simulation / others 30 %*

Additional information:

*The language of instruction is Hebrew.
In light of the war in Israel, there may be changes in the course.*