

CJT 780 Political Communication
Fall 2014 Wednesdays 6:00-8:30 PM
224 Grehan Bldg

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This course will investigate theory and research concerning electoral campaign communications. A significant literature has developed which studies politics and communication, especially mass communication. We will dip into that literature, and will attempt to develop a more sophisticated understanding of the role of the media in U.S. politics.

This course is a seminar—so you and I are both members, and the usual ‘hierarchy’ of authority, responsibility and ‘power’ is relaxed (though not ‘disappeared’). That is, each of you is responsible for providing your insight, contributing to the intellectual development of all members of the seminar (yourself included), and participating in the search for new knowledge that is the mainstay of graduate education. I am still responsible for ‘grading’ you, leading the charge in the quest for enlightenment, and guiding your development. Hopefully, in less flowery language, what we will develop is a partnership that will enhance your graduate experience at UK as well as your experience of this class.

Assignments and weights

In order to learn more about the field of political communications and the insights of scholars who have worked or are currently working in the area, we will read a significant amount of material on political campaigns. You needn’t worry that you will exhaust the potential reading as it is one of the most heavily-studied of communication areas. This is a seminar, so you will be expected to enter the classroom having read and digested the material, and ready to discuss and debate the content of each piece as well as the connections among the readings. Some will have read well beyond the required materials for the week.

Class participation, including online discussion of readings, in-class comments and any other contribution you make to the success of the seminar will be evaluated for its quality and quantity. That is, we want to hear from you if you give some thought to your comments and help us all to think about and better understand the content of the course. I don’t want to discourage occasional top-of-mind expression. I just want to make sure that there is space for everyone to comment in one way or another and to encourage you to prepare to comment in ways that will increase the level of discourse we attain in class and online. I will occasionally comment on your ideas and expressions online—mainly to ask for clarification, detail, or increased quantity. (20 points)

To evaluate your ability to find information, develop a cogent argument that synthesizes material and critiques evidence, and to develop arguments in a compelling manner, we will have a formal debate over a topic of significance within political campaign communication. This will be a team project and will be explained in detail during the semester (15 points).

You will each be responsible for leading a class discussion on an article regarding a piece of research. Leading does not mean presenting—your comments may start the discussion on each of the issues I ask you to cover, but it is also your responsibility to draw out the views of the other members of the seminar on those topics. For their part, it is their responsibility to have prepared comments on each of those topics, as outlined in class the previous week (15 points total).

Each seminar member is to produce a paper that either reviews an area of content from the course in a way resembling that for use in the literature review for a thesis or, hopefully, takes on a research project and carries out either secondary or primary research. I will try to guide you toward good research questions, appropriate methods and compelling presentation so that when you are through you have a paper that will be accepted for presentation at a national conference and, ultimately, a refereed journal. A second possibility for us to discuss is the development of a set of papers on similar topics that can be developed into a book project. (50 points)

The total available points, then, is 100. To receive a grade of “A” you would need to generate 86 or more points. For a “B”, 70 or more points. Below 70 points would be a “C”.

Required text:

Herrnson, P. S. (2012). *Congressional elections: Campaigning at home and in washington* (6th ed.). Los Angeles: Sage.

Major theoretical-type things:

Metatheory--you should have some understanding of the presuppositions of particular theoretical perspectives we shall visit. Epistemology, ontology, assumptions about the nature of the human animal, and so on are often embedded within a given theory. You may not be able to recite all these background concerns about each theory, but a discussion of them in our review should help you come to grips with the basics. Often, knowing the assumptions will determine your views on the theory itself.

Praxis and the ethics of theory/research--I personally consider having a “position” a good thing. I will try to be straightforward about my own, and ask you to try to critically evaluate your own. Neutrality really is not possible. A reasonable standard would include fairness to multiple views and openness to new information (as a scholar these are absolute minimum standards). Speak your mind—I want you to.

Standards—How do we know a good theory from a bad one? Applying quality standards to your critiques is expected. You will also find that applying them in other classes and in your intellectual career will become a necessity, as there is far too much academic schlock and kitsch out there, and you can read and read and read and find yourself falling further and further behind as the only result. Tis a "reality" of our age.

Attendance:

You are expected to attend each week unless you have a compelling reason not to be in class. The University of Kentucky recognizes official university events, health problems of your own or serious health problems among your immediate family, religious holidays or other reasons that I find acceptable. I won't worry too much about this except to say that if you miss more than three weeks of the class without an excuse I will ask you to withdraw. All in all, I expect you to want to discuss these topics and issues with your fellow students and me. This is inherently interesting material and we will all learn more if everyone attends and provides input. You paid good money (or someone did) to provide this opportunity. I encourage you to take it.

Written assignments:

The specifics for the semester paper and any other required pieces that would fall under “class discussion” such as a one-pager in preparation for a given class period, etc. will be handed out in class.

Be very careful about citing your sources, etc. If you have any questions regarding *plagiarism*, please talk to me. The general rule would be “err on the side of caution.” Committing plagiarism can damage your reputation and career as well as cost you credit for classes taken, etc.

What follows is an approximation of the readings for class periods through the semester. If I find something better than what is originally assigned I may recommend you substitute it. Our interests may lead us to adjust the topics a bit, as well. Anyway, it isn't set in stone but will not be changed without good reason. So:

August 27

Introduction to campaigns: Normative and Instrumental Issues

Herrnson, Chapter 10

Ashworth, S. (2012). Electoral accountability: Recent theoretical and empirical work. *Annual Review of Political Science*, 15(1), 183-201.

Berelson, B. (1952). Democratic theory and public opinion. *Public Opinion Quarterly*, 16(3), 313-330.

Ginsberg, B., & Weissberg, R. (1978). Elections and the mobilization of popular support. *American Journal of Political Science*, 22(1), 31-55.

Wolak, J. (2014). How campaigns promote the legitimacy of elections. *Electoral Studies*, 34, 205-215.

Recommended:

Pfau, M., Houston, J. B., & Semmler, S. M. (2005). Presidential election campaigns and American democracy: The relationship between communication use and normative outcomes. *American Behavioral Scientist*, 49(1), 48-62.

Hurley, P. A., & Hill, K. Q. (2010). In search of representation theory. In J. E. Leighley (Ed.), *The oxford handbook of american elections and political behavior* (pp. 716-740). Oxford: Oxford University.

Burnham, W. D. (1987). Elections as democratic institutions. In K. L. Schlozman (Ed.), *Elections in America* (pp. 27-60). Boston: Allen & Unwin.

September 3 Contexts and campaigns

Topic overviews:

- Aldrich, J. H., & Griffin, J. D. (2010). Parties, elections, and democratic politics. In J. E. Leighley (Ed.), *The Oxford handbook of American elections and political behavior* (pp. 595-610). Oxford: Oxford University.
- Herrnson, Chapters 1-4; 9
- Benoit, W. L. (2007). The role of source in campaign discourse *Communication in political campaigns* (pp. 95-126). New York: Peter Lang Publishing, Inc.
- Benoit, W. L. (2007). The role of context in political campaign discourse *Communication in political campaigns* (pp. 127-152): Peter Lang Publishing, Inc.
- Trent, J. S., Friedenber, R. V., & Denton, R. E. J. (2011). *Political campaign communication: Principles & practices* (7th ed.). Lanham, MD: Rowman & Littlefield. Chapter 2: "Communicative Functions of Political Campaigns"
- Langer, L., Leonard, M., & Polk, A. (2010). Studying state judicial races in a transformed electoral environment. In J. E. Leighley (Ed.), *The Oxford handbook of American elections and political behavior* (pp. 493-513). Oxford: Oxford University.

Recent research:

- Plasser, F. (2001). Parties' diminishing relevance for campaign professionals. *Harvard International Journal of Press/Politics*, 6(4), 44-59.
- Hopmann, D. N., de Vreese, C. H., & Albæk, E. (2011). Incumbency bonus in election news coverage explained: The logics of political power and the media market. *Journal of Communication*, 61(2), 264-282. doi: 10.1111/j.1460-2466.2011.01540.x

Recommended:

- Farrell, D. M. (2006). Political parties in a changing campaign environment. In R. S. Katz & W. Crotty (Eds.), *Handbook of party politics* (pp. 122-134). London: SAGE Publications Ltd.
- Greider, William. *Who will tell the people? The betrayal of American democracy*. New York: Simon & Schuster, 1992.
- Harmon, M. D. (2007). Papers endorse incumbents four-to-one over challengers. *Newspaper Research Journal*, 28(3), 65-75.
- Herrnson, P. S. (1986). Do parties make a difference? The role of party organizations in congressional elections. *Journal of Politics*, 48(3), 589.
- Mudge, S. L., & Chen, A. S. (2014). Political parties in the sociological imagination: Past, present, and future directions. *Annual Review of Sociology*, 40(1), 305-330. doi: doi:10.1146/annurev-soc-071312-145632

September 10 Campaign Strategy

Topic overviews:

Herrnson, Chapters 6 & 7

Strömbäck, J., & Kioussis, S. (2014). Strategic political communication in election campaigns. In C. Reinemann (Ed.), *Political communication* (pp. 109-128). Berlin: De Gruyter.

Hollihan, T. A. (2009). *Uncivil wars: Political campaigns in a media age: Political campaigns in a media age* (2nd ed.). Boston: Bedford/St. Martins. Chapter 4: "Crafting Political Images"

Lau, R. R., & Rovner, I. B. (2009). Negative campaigning. *Annual Review of Political Science*, 12(1), 285-306. doi: 10.1146/annurev.polisci.10.071905.101448

Classic:

Fox, R. L., & Lawless, J. L. (2005). To run or not to run for office: Explaining nascent political ambition. *American Journal of Political Science*, 49(3), 642-659.

Recent research:

Druckman, J. N., Kifer, M. J., & Parkin, M. (2009). Campaign communications in U.S. Congressional elections. *American Political Science Review*, 103, 343-366.

Sides, J. (2006). The origins of campaign agendas. *British Journal of Political Science*, 36(3), 407-436. doi: 10.1017/S0007123406000226

Sides, J. (2007). The consequences of campaign agendas. *American Politics Research*, 35(4), 465-488.

Recommended:

Brazeal, L. M., & Benoit, W. L. (2008). Issue ownership in congressional campaign television spots. *Communication Quarterly*, 56(1), 17-28. doi: 10.1080/01463370701839172

Dulio, David A. "For Better or Worse? How Political Consultants Are Changing Elections in the United States." xvii, 289 p. Albany: State University of New York, 2004. Read Chapter 6: "Consultants' effects on candidate fund-raising and electoral success" Available as an E-book through the UK library web page.

Grossmann, M. (2009). Going pro? Political campaign consulting and the professional model. *Journal of Political Marketing*, 8(2), 81-104.

Hart, R. P., & Childers, J. P. (2005). The evolution of candidate Bush: A rhetorical analysis. *American Behavioral Scientist*, 49(2), 180-197.

Milita, K., Ryan, J., & Simas, E. (2014). Nothing to hide, nowhere to run, or nothing to lose: Candidate position-taking in congressional elections. *Political Behavior*, 36(2), 427-449. doi: 10.1007/s11109-013-9235-3

Parmelee, J. H. (2009). "A better man for a better America:" Presidential campaign films as a mirror of society. *Atlantic Journal of Communication*, 17(2), 88-100. doi: 10.1080/15456870802701378

Payne, J. G. (2014). Crafting the mediated image: Political ads, debates, and issues in the 2012 U.S. Presidential campaign. *American Behavioral Scientist*, 58(4), 495-496. doi: 10.1177/0002764214525124

Rowland, R. C. (2006). Campaign argument and the liberal public sphere: A case study of the process of developing messages in a congressional campaign. *Argumentation & Advocacy*, 42(4), 206-215.

Walgrave, S., Lefevere, J., & Nuytemans, M. (2009). Issue ownership stability and change: How political parties claim and maintain issues through media appearances. *Political Communication*, 26(2), 153-172. doi: 10.1080/10584600902850718

September 17 Candidate characteristics and campaigns

Topic overviews:

- Bystrom, D. G. (2004). Women as political communication sources and audiences. In L. L. Kaid (Ed.), *Handbook of political communication research* (pp. 435-459). Mahwah, NJ: Lawrence Erlbaum.
- Hutchings, V. L., & Valentino, N. A. (2004). The centrality of race in American politics. *Annual Review of Political Science*, 7(1), 383-408. doi: doi:10.1146/annurev.polisci.7.012003.104859

Classic:

Recent research:

- Baer, D. L. (2013). *Unpacking the Chinese box puzzle of women's recruitment to political office in the U.S.: Qualitative data on why women do/do not run*. Paper presented at the Midwest Political Science Association annual meeting, Chicago.
- Lawless, J. L., & Fox, R. L. (2013). Girls just wanna not run: The gender gap in young Americans' political ambition. Washington, D.C.: Women & Politics Institute.
- McIlwain, C. D., & Caliendo, S. M. (2011). *Race appeal: How candidates invoke race in U.S. Political campaigns*. Philadelphia: Temple University. Chapter 7: "Barack Obama, Race-Based Appeals, and the 2008 Presidential Election"
- Nteta, T. and B. Schaffner (2013). "Substance and Symbolism: Race, Ethnicity, and Campaign Appeals in the United States." *Political Communication* 30(2): 232-253.
- Pasek, J., Stark, T. H., Krosnick, J. A., Tompson, T., & Keith Payne, B. (2014). Attitudes toward Blacks in the Obama era: Changing distributions and impacts on job approval and electoral choice, 2008–2012. *Public Opinion Quarterly*, 78(S1), 276-302. doi: 10.1093/poq/nfu012

Recommended:

- Atkeson, L. R., & Krebs, T. B. (2008). Press coverage of mayoral candidates: The role of gender in news reporting and campaign issue speech. *Political Research Quarterly*, 61(2), 239-252.
- Banks, A. J., & Bell, M. A. (2013). Racialized campaign ads. *Public Opinion Quarterly*, 77(3), 549-560. doi: 10.1093/poq/nft010
- Banwart, C. M., & McKinney, M. S. (2005). A gendered influence in campaign debates? Analysis of mixed-gender United States senate and gubernatorial debates. *Communication Studies*, 56(4), 353-373. doi: 10.1080/10510970500319443
- Kahn, K. F. (1996). *The political consequences of being a woman: How stereotypes influence the conduct and consequences of political campaigns*. New York: Columbia University Press.
- Kern, M., & Edley, P. P. (1994). Women candidates going public: The 30-second format. *Argumentation & Advocacy*, 31(2), 80-95.
- Herrnson, P. S., Lay, J. C., & Stokes, A. K. (2003). Women running "as women": Candidate gender, campaign issues, and voter-targeting strategies. *Journal of Politics*, 65(1), 244-255.
- Hutchings, V. L., & Jardina, A. E. (2009). Experiments on racial priming in political campaigns. *Annual Review of Political Science*, 12(1), 397-402. doi: doi:10.1146/annurev.polisci.12.060107.154208
- Robertson, T., & Froemling, K. (1999). Sex, lies, and videotape: An analysis of gender in campaign advertisements. *Communication Quarterly*, 47(3), 333-341.
- Sanbonmatsu, K. (2010). Organizing American politics, organizing gender. In J. E. Leighley (Ed.), *The Oxford handbook of American elections and political behavior* (pp. 415-432). Oxford: Oxford University.
- Sapiro, V., Cramer Walsh, K., Strach, P., & Hennings, V. (2011). Gender, context, and television advertising: A comprehensive analysis of 2000 and 2002 House races. *Political Research Quarterly*, 64(1), 107-119. doi: 10.1177/1065912909343583
- Wasburn, P. C., & Wasburn, M. H. (2011). Media coverage of women in politics: The curious case of Sarah Palin. *Media, Culture & Society*, 33(7), 1027-1041. doi: 10.1177/0163443711415744

September 24

Communications Strategy and Interpersonal Communication

Topic overviews:

Herrnson, Chapter 8

Trent, J. S., Friedenber, R. V., & Denton, R. E. J. (2011). *Political campaign communication: Principles and practices*. Lanham, MD: Rowman & Littlefield. Chapter 6: "Public Speaking in Political Campaigns" and Chapter 7: "Recurring Forms of Political Campaign Communication"

Recent research:

Curnalia, R. M. L., et al. (2011). "Grassroots Strategies of Local Political Campaigns." Ohio Communication Journal **49**: 85-101.

Bergan, Daniel E., Alan S. Gerber, Donald P. Green, and Costas Panagopoulos. "Grassroots Mobilization and Voter Turnout in 2004." *Public Opinion Quarterly* 69, no. 5 (2005): 760-77.

Shaw, D. R., & Gimpel, J. G. (2012). What if we randomize the governor's schedule? Evidence on campaign appearance effects from a Texas field experiment. *Political Communication*, 29(2), 137-159. doi: 10.1080/10584609.2012.671231

Sinclair, B., et al. (2013). "Local Canvassing: The Efficacy of Grassroots Voter Mobilization." Political Communication **30**(1): 42-57.

Recommended:

Neville-Shepard, R. (2014). "Presidential Campaign Announcements: A Third-Party Variant." Southern Communication Journal **79**(2): 130-146.

McKinney, M. S., Kaid, L. L., & Robertson, T. A. (2001). The front-runner, contenders, and also-rans: Effects of watching a 2000 Republican primary debate. *American Behavioral Scientist*, 44(12), 2232.

October 1 Campaign advertising

Topic overviews:

- Kaid, L. L. (2004). Political advertising. In L. L. Kaid (Ed.), *Handbook of political communication research* (pp. 155-202). Mahwah, NJ: Lawrence Erlbaum.
- Mazzoleni, G., & Schulz, W. (1999). "Mediatization" of politics: A challenge for democracy? *Political Communication*, 16(3), 247-261. doi: 10.1080/105846099198613

Classic studies:

- Ansolabehere, S., & Iyengar, S. (1995). *Going negative: How attack ads shrink and polarize the electorate*. New York: Free Press.
- Just, M. R., Crigler, A. N., Alger, D. E., Cook, T. E., Kern, M., & West, D. M. (1996). *Crosstalk: Citizens, candidates, and the media in a presidential campaign*. Chicago: University of Chicago. Chapter 4: "Candidate advertising"

Critical analyses:

- Ansolabehere, S., & Iyengar, S. (1996). Winning, but losing. *Quill*, 84(4), 19.
- Freedman, P., Franz, m., & Goldstein, K. (2004). Campaign advertising and democratic citizenship. *American Journal of Political Science*, 48(4), 723-741. doi: 10.1111/j.0092-5853.2004.00098.x

Recent research:

- Seethaler, J., & Melischek, G. (2014). Phases of mediatization. *Journalism Practice*, 8(3), 258-278. doi: 10.1080/17512786.2014.889443
- Ridout, T. N., Franz, M., Goldstein, K. M., & Feltus, W. J. (2012). Separation by television program: Understanding the targeting of political advertising in presidential elections. *Political Communication*, 29(1), 1-23. doi: 10.1080/10584609.2011.619509
- Franz, Michael, and Travis Ridout. "Does Political Advertising Persuade?" *Political Behavior* 29, no. 4 (2007): 465-91.
- Goldstein, K., & Freedman, P. (2002). Lessons learned: Campaign advertising in the 2000 elections. *Political Communication*, 19(1), 5-28. doi: 10.1080/105846002317246461
- Kaid, L. L., Fernandes, J., & Painter, D. (2011). Effects of political advertising in the 2008 presidential campaign. *American Behavioral Scientist*, 55(4), 437-456. doi: 10.1177/0002764211398071

Recommended:

- Benoit, W. L., & Airne, D. (2009). Non-presidential political advertising in campaign 2004. *Human Communication*, 12(1), 91-117.
- Benoit, W. L. (2007). Chapter Three: The Role of Medium in Campaign Discourse, Peter Lang Publishing, Inc.: 64-94.
- Cho, J. (2013). "Campaign Tone, Political Affect, and Communicative Engagement." *Journal of Communication* 63(6): 1130-1152.
- Kern, M., & Just, M. (1995). The focus group method, political advertising, campaign news, and the construction of candidate images. *Political Communication*, 12(2), 127-145.
- Jamieson, K. H. (1996). *Packaging the presidency: A history and criticism of presidential campaign advertising*. Oxford: Oxford University.
- Jamieson, K. H., & Cappella, J. N. (1997). Setting the record straight: Do ad watches help or hurt? [Article]. *Harvard International Journal of Press/Politics*, 2(1), 13.
- Kaid, L. L., & Johnston, A. (2001). *Videostyle in presidential campaigns: Style and content of televised political advertising*. Greenwood Publishing Group.
- Krupnikov, Y. (2012). "Negative Advertising and Voter Choice: The Role of Ads in Candidate Selection." *Political Communication* 29(4): 387-413.
- Patterson, T. E., & McClure, R. D. (1976). *The unseeing eye: The myth of television power in national politics*. New York: G. P. Putnam's Sons. Chapters 6 and 7
- Gibson, J. L. (2008). Campaigning for the bench: The corrosive effects of campaign speech? *Law & Society Review*, 42(4), 899-928. doi: 10.1111/j.1540-5893.2008.00362.x
- Gibson, J. L. (2009). "New-style" judicial campaigns and the legitimacy of state high courts. *Journal of Politics*, 71(4), 1285-1304.
- Zhao, X., & Chaffee, S. H. (1995). Campaign advertisements versus television news as sources of political issue information. *Public Opinion Quarterly*, 59(1), 41-65.

October 8 Debates

Topical overview:

Zarefsky, D. (2008). Strategic maneuvering in political argumentation. *Argumentation*, 22(3), 317-330. doi: 10.1007/s10503-008-9096-9

McKinney, M. S., & Warner, B. R. (2013). Do presidential debates matter? Examining a decade of campaign debate effects. *Argumentation & Advocacy*, 49(4), 238-258.

Greenberg, D. (2009). Torchlight parades for the television age: The presidential debates as political ritual. *Daedalus*, 138(2), 6-19.

Classic:

Kendall, K. E. (1997). Presidential debates through media eyes. *American Behavioral Scientist*, 40(8), 1193-1207.

Recent research:

McKinney, M. S., & Rill, L. A. (2009). Not your parents' presidential debates: Examining the effects of the cnn/youtube debates on young citizens' civic engagement. *Communication Studies*, 60(4), 392-406. doi: 10.1080/10510970903110001

Zichermann, S. (2006). Bush's straight talk erases Kerry's scholarly chalk. The U.S. Presidential debate of 2004: Who won the image war? *Semiotica*, 162(1-4), 323-339. doi: 10.1515/sem.2006.083

Warner, B. R., & McKinney, M. S. (2013). To unite and divide: The polarizing effect of presidential debates. *Communication Studies*, 64(5), 508-527. doi: 10.1080/10510974.2013.832341

Cho, J., Shah, D. V., Nah, S., & Brossard, D. (2009). "Split screens" and "spin rooms": Debate modality, post-debate coverage, and the new videomalaise. *Journal of Broadcasting & Electronic Media*, 53(2), 242-261. doi: 10.1080/08838150902907827

Recommended:

Bishop, B. H., & Hillygus, D. S. (2011). Campaigning, debating, advertising. In R. Y. Shapiro & L. R. Jacobs (Eds.), *The Oxford handbook of American public opinion and the media* (pp. 204-219). Oxford: Oxford University.

Eveland Jr, W. P., & McLeod, D. M. (1994). Reporter vs. undecided voters: An analysis of the questions asked during the 1992 presidential debates. *Communication Quarterly*, 42(4), 390-406.

Holbert, R. L., & Benoit, W. L. (2009). A theory of political campaign media connectedness. *Communication Monographs*, 76(3), 303-332. doi: 10.1080/03637750903074693

Kendall, K. E. (1997). Presidential debates through media eyes. *American Behavioral Scientist*, 40(8), 1193.

McKinney, M. S., & Carlin, D. B. (2004). Political campaign debates. In L. L. Kaid (Ed.), *Handbook of political communication research* (pp. 203-234). Mahwah, NJ: Lawrence Erlbaum.

October 15 News media

Classic study:

Patterson, T. E., & McClure, R. D. (1976). *The unseeing eye: The myth of television power in national politics*. New York: G. P. Putnam's Sons. Chapters 1 and 3

Normative analysis:

Bennett, W. L. (1996). An introduction to journalism norms and representations of politics. *Political Communication*, 13(4), 373-384.

Discussion of theoretical issues:

Aalberg, T., Strömbäck, J., & de Vreese, C. H. (2012). The framing of politics as strategy and game: A review of concepts, operationalizations and key findings. *Journalism*, 13(2), 162-178. doi: 10.1177/1464884911427799

Esser, F., Strömbäck, J., & de Vreese, C. H. (2012). Reviewing key concepts in research on political news journalism: Conceptualizations, operationalizations, and propositions for future research. *Journalism*, 13(2), 139-143. doi: 10.1177/1464884911427795

Review of research:

Benoit, W. L. (2007). News coverage of political campaigns *Communication in political campaigns* (pp. 177-212). New York: Peter Lang Publishing, Inc.

Gulati, G. J., et al. (2004). News coverage of political campaigns. Handbook of political communication research. L. L. Kaid. Mahwah, NJ, Lawrence Erlbaum: 237-256.

Farnsworth, S. J., & Lichter, S. R. (2008). Trends in television network news coverage of U.S. Elections. In J. Stromback & L. L. Kaid (Eds.), *The handbook of election news coverage around the world* (pp. 41-57). New York: Routledge.

Recent studies:

D'Angelo, P., & Esser, F. (2014). Metacoverage and mediatization in us presidential elections. *Journalism Practice*, 8(3), 295-310. doi: 10.1080/17512786.2014.889446

Druckman, James N. "Media matter: How newspapers and television news cover campaigns and influence voters." *Political Communication* 22, no. 4 (2005): 463-81.

Farnsworth, S. J. and S. R. Lichter (2011). "Network Television's Coverage of the 2008 Presidential Election." American Behavioral Scientist 55(4): 354-370.

Ridout, T. N., & Mellen, J. R. (2007). Does the media agenda reflect the candidates' agenda? *Harvard International Journal of Press/Politics*, 12(2), 44-62.

Recommended:

Ansolabehere, S., & Iyengar, S. (1994). Of horseshoes and horse races: Experimental studies of the impact of poll results on electoral behavior. *Political Communication*, 11(4), 413-430.

Kendall, K. E. (2005). Constructing the primary story: Embedded with the media in New Hampshire. *American Behavioral Scientist*, 49(1), 157-172.

Benoit, W. L., Furgerson, J., Seifert, J., & Sargardia, S. (2013). Newspaper coverage of senate, gubernatorial, and mayoral elections. *Human Communication*, 16(4), 215-229.

Patterson, T. E. (1980). *The mass media election: How Americans choose their president*. New York: Praeger.

Stevens, Daniel, Dean Alger, Barbara Allen, and John L. Sullivan. "Local News Coverage in a Social Capital Capital: Election 2000 on Minnesota's Local News Stations." *Political Communication* 23, no. 1 (2006): 61-83.

Waheed, M., Schuck, A. R. T., Neijens, P. C., & de Vreese, C. H. (2013). Values in the news. *Journalism Studies*, 14(4), 618-634. doi: 10.1080/1461670X.2012.701910

October 22 News media continued

Classic study:

Just, M. R., Crigler, A. N., Alger, D. E., Cook, T. E., Kern, M., & West, D. M. (1996). *Crosstalk: Citizens, candidates, and the media in a presidential campaign*. Chicago: University of Chicago. Chapter 5: "Media coverage."

Research review:

Groeling, T. (2013). Media bias by the numbers: Challenges and opportunities in the empirical study of partisan news. *Annual Review of Political Science*, 16(1), 129-151. doi: doi:10.1146/annurev-polisci-040811-115123

Theoretical critique:

Hackett, R. A. (1984). Decline of a paradigm? Bias and objectivity in news media studies. *Critical Studies in Mass Communication*, 1(3), 229-259.

Cultural approaches to news and campaigns:

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