

**Media Effects Doctoral Seminar
Sandra J. Ball-Rokeach: Fall, 2006**

Revised: 7/12/06 MBM

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This course addresses selected traditional and “frontier” issues confronting media theorists and researchers. This is a period of massive transformation that effects change in the very definition of “media.” For our purposes, “media” refer to both traditional mass media production forms -- television, radio, newspapers, magazines, books, etc. -- and new Internet-based forms. Also included are the myriad of specialized-audience media or media targeted to particular ethnic, national origin, lifestyle, taste, community, etc. groups. To one degree or another, course thematic issues reflect contemporary struggles to understand how media, society, and audience are changing and what difference it makes for communication theory and research. They all bear, in one way or another, upon issues of community and civil society.

Textbooks

J. Bryant & D. Zillman (eds.) 2002. Media Effects: Advances in Theory and Research, Second Edition. Hillsdale, NJ: Erlbaum.

Supplementary Readings: A master copy of each supplementary reading will be available in the Learning Center where you can make a copy.

Conduct of Class Sessions

Given that this course is a doctoral seminar, students play an active role in shaping class discussion. To that end, students master the reading assignments associated with each weekly topic and come to class prepared with questions, criticisms, and comments. For each assigned reading, one student will be asked to lead off our discussion by providing a 3-minute critical review.

Components of Course Evaluation

Seminar Participation	20
Midterm Exam	25
Final Exam	25
Course Paper	<u>30</u>
	100

Both the midterm and the final will be take-home exams (each 15-page maximum) where the student selects questions to answer from a larger list that I prepare. For the course paper, each student works with me to work out a paper topic that relates to course subject matter. The course paper will take the student into literatures beyond the assigned course

readings. Course readings afford good bibliographies for many topics. Please give me **hard copy** of your exams and papers.

Seminar Topics and Readings

Week One

Introduction

Week Two

I. Theoretical Approaches

1. Traditional Cognitive/Information Processing Approaches

- Bandura, Social cognitive theory of mass communication (Bryant & Zillman, Chapter 6).
- R. E. Petty, J. R. Priester & P. Brinol, Mass media attitude change: Implications of the elaboration likelihood model of persuasion (Bryant & Zillman, Chapter 7).
- Recommended: A. Bandura (2004). Health promotion by social cognitive means. Health Education and Behavior, Vol. 31: 143-164.
- The References Section In V. C. Strasburger and B. J. Wilson's (2002) *Children, Adolescents, and the Media*, Pp. 439-510: Thousand Oaks, CA: Sage affords you a good overview of these approaches vis a vis children, adolescents, and media literacy.

Week Three

2. Priming and Third-Person Effect

- D. R. Roskos-Ewoldsen, B. Roskos-Ewoldsen, & F. R. Dillman Carpentier, Media priming: A synthesis (Bryant & Zillman, Chapter 5).
- D. Domke, K. McCoy & M. Torres (1999). New media, racial perceptions, and political cognition. Communication Research 26: 570-607.
- R. M. Perloff, The third-person effect (Bryant & Zillman, Chapter 18).
- Y. Tsfati, R. Ribak & J. Cohen (2004). Parents' third person perceptions regarding the influence of television: Rebelde Way in Israel. Paper presented to International Communication Association, New Orleans.

Week Four

3. Parasocial Interaction and Entertainment Education

- D. Giles (2002). Parasocial interaction: A review of the literature and a model for future research. Media Psychology 4: 279-305.
- J. Cohen (2004). Parasocial breakup from favorite television characters: The role of attachment styles and relationship intensity. Journal of Social and Personal Relationships 21: 187-202.
- M. J. Papa, A. Singhal, S. Law, S. Pant, S. Sood, E. M. Rogers & C. L. Shefer-Rogers (2000). Entertainment education and social change: An analysis of parasocial interaction, social learning, collective efficacy, and paradoxical communication. Journal of Communication (Autumn): 31-55.
- S. Sood (2002). Audience involvement and entertainment education. Communication Theory 12: 153-172.

Week Five

4. Uses and Gratifications and Media System Dependency

- A. Rubin, The uses and gratifications perspective of media effects (Bryant & Zillman, Chapter 20).
- J. Flanagin & M. J. Metzger (2001). Internet use in the contemporary media environment. Human Communication Research, 27: 153-181.
- S. J. Ball-Rokeach (1998). A theory of media power and a theory of media use: Different stories, questions and ways of thinking. Mass Communication and Society 1: 5-40.
- W. E. Loges (1994). Canaries in the coalmine: Perceptions of threat and media system dependency relations. Communication Research 21:5-23.
- S. J. Ball-Rokeach, Media system dependency theory (in preparation), International Encyclopedia of Communication. Blackwell.

Week Six

5. Agenda Setting

- M. Mc Combs & A. Reynolds, News influence on our pictures of the world (Bryant & Zillman, Chapter 1).
- J. W. Dearing & E. M Rogers (1996). What is agenda-setting? Pp. 1-23. Agenda-Setting. Thousand Oaks, CA: Sage.
- D. T. Lowry, T-C J. Nio & D. W. Leitner (2003) Setting the public fear agenda: A longitudinal analysis of network TV crime reporting, public perceptions of crime, and FBI crime statistics. Journal of Communication 53: 61-87.

6. Cultivation and Constructing Social Reality

- G. Gerbner, L. Gross, M. Morgan, N. Signorielli, & J. Shanahan, Growing up with television: Cultivation processes (Bryant & Zillman, Chapter 3).
- L. J. Shrum, Media consumption and perceptions of social reality: Effects and underlying processes (Bryant & Zillman, Chapter 4).

Week Seven

- Eveland, W. P. (2002). The impact of news and entertainment media on perceptions of social reality. In Dillard, J.P. & M.W. Pfau (eds.). The Persuasion Handbook. Thousand Oaks, CA: Sage.

7. Framing and Discursive Construction of Urban Spaces

- Z. Pan & G. Kosicki (2001). Framing as a strategic action in public deliberation. In S. D. Reese, O. Gandy & A. Grant (eds.). Framing Public Life. Mahwah, NJ: Erlbaum.
- D. V. Shah, N. Kwak, M. Schmierbach & K/ Zubric (2004). The interplay of news frames on cognitive complexity. Human Communication Research 30: 102-120.
- S. Matei & S. J. Ball-Rokeach (2005). Watts, the 1965 Los Angeles riots, and the communicative construction of the fear epicenter of Los Angeles, Communication Monographs 72: 301-323.

Week Eight (Midterm Exam Distributed, Covers Weeks 1-7)

II. Selected Effects Issues in Public Discourse

1. Violence: Effects and Mediation

- G. G. Sparks & C. W. Sparks, Effects of media violence (Bryant & Zillman, Chapter 10).

- A. I. Nathanson & M-S. Yang (2003). The effects of mediation content and form on children's responses to violent television. Communication Research 29: 111-134.
- Recommended: W. J. Potter and T. K. Tomasello (2003). Building upon the experimental design in media violence research: The importance of including receiver interpretations. Journal of Communication 53(2): 133-156.

2. Knowledge Gap

- E. Gaziano & C. Gaziano, Social control, social change and the knowledge gap hypothesis. Chapter 5, pp. 117-136 In D. Demers & K. Viswanath, Eds., Mass Media, Social Control, and Social Change: A Macrosocial Perspective. Ames, IW: Iowa State University Press).
- D. Rucinski (2004). Community boundedness, personal relevance, and the knowledge gap. Communication Research 31: 472-495.

Week Nine (Midterm Term Exam Due At the Beginning of Class)

3. Intended Effects: Public and Health Campaigns

- M. Fishbein and M. C. Yzer. (2003). Using theory to design effective health behavior interventions. Communication Theory, 13(2), pp. 164-183.
- R. Hornik & I. Yanovitzky. (2003). Using theory to design evaluations of communication campaigns: The case of the National Youth Anti-Drug Media Campaign. Communication Theory, 13(2), pp. 204-224.

4. Intended Effects: Entertainment and Videogames

- J. Bryant & D. Miron, Entertainment as media effect (Bryant & Zillman, Chapter 21).
- K. Subrahmanyam, Kraut, R., Greenfield, P. & E. Gross (2002). New forms of electronic media: The impact of interactive games and internet on cognition, socialization and behavior. In D.G. Singer & J.L. Singer (eds.). Handbook of Children and the Media.
- Recommended: J.L. Sherry (2001). The effects of violent video games on aggression: A meta-analysis. Human Communication Research, 27(3): 409-431.
- Recommended: E. F, Schneiderer, A. Lang, M. Shin & S. D. Bradley (2004). Death with a story: How story impacts emotional, motivational, and physiological responses to first-person shooter video games. Human Communication Research 30: 361-375.

Week Ten (Course Paper Topic Identified)

5. Social Capital and Civic Engagement

- R. D. Putnam (2000). Bowling Alone: The Collapse and Revival of American Community. New York: Simon & Schuster.
Thinking about social change in America (Ch. 1, pp. 15-28).
What killed civic engagement? (Ch. 15, pp.277-284).
- B. Wellman, A. Q. Haase, J. Witte & K. Hampton (2001). Does the Internet increase, decrease, or supplement social capital? Social networks, participation, and community commitment. American Behavioral Scientist 45: 436-455.
- S. J. Ball-Rokeach, Y-C. Kim & S. Matei (2001). Storytelling neighborhood: Paths to belonging in diverse urban environments. Communication Research 28: 392-428.
- *Y. C. Kim & S. J. Ball-Rokeach (2006). Civic engagement from a communication infrastructure perspective. Communication Theory 16: 173-197.*

Week Eleven

III. Media Audiences: Contextual, Generational and Ethnic Differences

- S. Tyler Eastman, 1998. Programming theory under stress: The active industry and the active audience. Pp. 323-377 In M. Roloff (ed.), Communication Yearbook. Thousand Oaks: CA: Sage.
- J. G. Webster & P. F. Phalen, 1997. The Mass Audience: Rediscovering the Dominant Model. Mahwah, NJ: Erlbaum.. Chapter Seven, The new media environment (pp. 99-114).
- S. Livingstone, J. Allen & R. Reiner (2001). Audiences for crime media 1946-1991: A historical approach to reception studies. Communication Review 4: 165-192
- K. Ross & V. Nightingale (2003). Media and Audiences: New Perspectives. Berkshire, England: Open University Press. Chapter 7, New media, new audience, new research? (pp. 146-163).

Week Twelve

IV. “New” Media: Challenges for Theory and Research

1. Overviews

- C. Haythornewaite (2001). Introduction to the Internet in everyday life, American Behavioral Scientist 45:363-382.
- L. Lievrouw & S. Livingstone (2002). Introduction to The Handbook of New Media, Pp 1-15. Thousand Oaks, CA: Sage.
- Recommended: S. Jones (Ed.). 2003. Encyclopedia of New Media : An Essential Reference to Communication and Technology. Thousand Oaks, CA: Sage.

2. Access Issues

- J-Y Jung, S. J. Ball-Rokeach, Y-C. Kim and S. Matei (In press). ICT's and communities in the 21st Century: Challenges and perspectives. In C. Avgerou, R. Mansell, D. Quah and R. Silverstone (Eds.), Oxford Handbook On Information and Communication Technologies. Oxford University Press.
- O. H. Gandy, Jr. (2002). The real digital divide: Citizens versus consumers, Pp. 448-460 In L. Lievrouw & S. Livingstone (eds.), The Handbook of New Media. Thousand Oaks, CA: Sage.

Week Thirteen

3. Issues of Community, Ethnicity, and Crisis

- N. K. Baym (2002). Interpersonal life online. Pp. 62-76 In L. Lievrouw & S. Livingstone, Eds. The Handbook of New Media. Thousand Oaks, CA: Sage.
- P. Norris (2004). The bridging and bonding role of online communities. Pp. 31-41 In P. N. Howard & S. Jones (Ed.), Society Online: The Internet In Context. Thousand Oaks: Sage.
- Kim, Y-C, Jung, J-Y, Cohen, E. L., & Ball-Rokeach, S. J. (2004). Internet connectedness before and after September 11 2001. New Media and Society 6(5): 612-632..
- J. L. Gibbs, S. J. Ball-Rokeach, J-Y. Jung, Y-C. Kim & J. Qiu (2004). The globalization of everyday life Pp. 339-358 In M. Sturken, D. Thomas & S. J. Ball-Rokeach, Technological Visions: The Hopes and Fears that Shape New Technologies. Philadelphia: Temple University Press.

V. Reaching Diverse Communities: Back to the Future

- H. Wilkin, S. J. Ball-Rokeach, M. Matsaganis, and P. Cheong (under review). A map to the multiethnic communication landscape of Los Angeles immigrant communities, old and new.
- S. J. Ball-Rokeach & H. Wilkin (under review). Ethnic differences in health information seeking behavior: Methodological and applied issues.
- H. Wilkin & S.J. Ball-Rokeach. (2006). Using health communication connections to better reach audiences with cancer messages. Presented at the Annenberg National Health Communication Survey Conference, February 6, 2006.
- Wilkin & Ball-Rokeach Chapter in P. Whitten—proper citation will be inserted.

Final Exam and Course Paper Due: December ?, 2006