

Faculty of Political Science, Chulalongkorn University
BA in Politics and Global Studies

Course Title: Media and Political Imagination

Instructor/Coordinator: Pitch Pongsawat (madpitch@yahoo.com)

Office: 103 Building 2, Political Science

Office Hour: By Appointment (online preferred)

Course Description: The course offers a theoretical foundation and debates on the complex relationships between media and politics. Students will also learn how to evaluate the effect of mass media on domestic, regional and global politics including policy making and campaigning. Thailand media system and politics will be mainly the case of discussion in relations to comparative cases from course materials and guest speaker.

Learning Outcomes:

- 1) Understand complex relationships between media and politics on existing literature
- 2) Evaluate the effect of mass media on domestic, regional, and global politics based on selected case studies
- 3) Placing the Thai media and political environment in comparative perspective
- 4) Explore the limits of existing theory and push the limits with the new empirical research on media and politics.

Course Contents: (tentative - adjustable)

Week 1: Class Introduction

Week 2: Politics and Media: Key Concepts

Week 3: Political Communication

Week 4: The role of new media in Political Campaign: From Future Forwards to Move Forwards(guest: Panika Wanich 10.00-12.00)

Week 5: 5/9 Politics, Media and Nationalism

Week 6: 12/9 Digital Divide (guest: Akkanut Wantanasombut 10.30-12.00)

Week 7: 19/9 Emotion

Week 8: 3/10 Propaganda and Fake News

Week 9: 10/10 new media landscape in Thailand (Noppatjak Attanon 10.30-12.00)

Week 10: 17/10 E-Government and Innovation

Week 11: 24/10 Media and Election

Week 12: 31/10 E-Government, Media, and Innovation (ดร.ศติธร ชนนานธิโชติ)

Week 13: 7/11 Media, Violence, Terrorism and War

Week 14: 14/11 Into the Korean Wave:

Week 15: 21/11 Political Economy of Media and Conclusion

Learning and Teaching Method: Lectures, Discussions, Activities with both lecturers and guest lecturers

Learning Resources: 3 Types of Readings

1. Overall basic readings

- Hall, Jane. 2022. *Politics and the Media: Intersections and New Directions*. Los Angeles: SAGE.
- Oates, Sarah. 2008. *Introduction to Media and Politics*. London ; Thousand Oaks, Calif: SAGE.
- Perloff, Richard M. 2018. *The Dynamics of Political Communication: Media and Politics in a Digital Age*. Second edition. New York: Routledge.
- Street, John. 2011. *Mass Media, Politics and Democracy*. 2nd ed. Houndmills, Basingstoke, Hampshire ; New York: Palgrave Macmillan.

2. Readings for each class

3. Optional readings

Evaluations:

Midterm Examination: Open book 30%

Research Paper: 30%

Final Examination: Open book 40%

Reading assignment:

Week 1: Class Introduction

Week 2: Politics and Media: Key Concepts

-Oates, Sarah. 2008. *Introduction to Media and Politics*. London ; Thousand Oaks, Calif: SAGE.
(Introduction)

Week 3: Political Communication

-Perloff, Richard M. 2018. *The Dynamics of Political Communication: Media and Politics in a Digital Age*. Second edition. New York: Routledge. (Part 1 and 2)

-Hall, Jane. 2022. *Politics and the Media: Intersections and New Directions*. Los Angeles: SAGE.
(Chapter 2)

Week 4: Journalism: Old and New

Week 5: Politics, Media and Nationalism

Week 6: Digital Divide

Week 7: Emotion

Week 8: Propaganda and Fake News

Week 9: Gender

Week 10: E-Government and Innovation

Week 11: Media and Election

Week 12: Media and Protest (Activism and Movements)

Week 13: Media, Violence, Terrorism and War

Week 14: Into the Korean Wave:

Week 15: Political Economy of Media and Conclusion