

The Islamia University of Bahawalpur
Department of Political Science
Spring 2020

BS Public Administration Semester VIII

Course Title Media, Politics, and Public Policy

Course Code (Public Admin.)	
Course Instructor	Dr. Shakil Akhtar
Class Schedule	Mondays & Tuesdays 2:30:-04:00pm
Office Hours	Monday-Tuesday 01:00-02:00pm
Office Location	Room Number 49
Facebook Group	
Course Instructor's E-mail	shakil.akhtar@iub.edu.pk

Course Description

The course is designed to focus on the linkages of media, politics and public policy. The course objectives are as follows:

- To understand the important issues related with mass media, politics, and public policy
- To understand patterns of bias in the media
- To comprehend how mass media organizations influence the political process
- To evaluate manipulation of news contents by governments and media
- To construct and informed, critical appraisal of the role of the media in democratic societies

At end of this course a student should ideally be able to understand the role of the media in politics and public policy. The students should be able to engage in informed critical inquiry and develop skills to analyse the connections between media, politics, and public policy.

Methodology

1. Class Lectures: The contents of this course will be critically analysed through 32 lectures. Number of lectures will be equally divided for the Mid and Final terms i.e., 16 lectures for each period. Lecture sessions will be interactive and therefore students are encouraged to prepare themselves for each session in order to share their opinions/arguments about the topic under discussion.

Assessment Criteria

Exam/Assessment	Marks
Mid Term	30
Final Term	50
Assignments, Quiz, Presentations	15
Class Participation and Attendance	05
Total	100

Course Outline

Session Number

Topic(s)

1-3	Traditional Press and Emergence of Digital Media
4-6	Objectivity in News reporting and ethics
7-8	Social Media (Facebook, Twitter and YouTube etc.)
9-10	Media as Watchdog: Investigative Journalism
11-12	Media as an agent of change
13-14	New Roles of Media (Mediator, Philanthropic)
15-16	Media as Fourth Pillar of State
Mid Term Exams	
17-19	Yellow Journalism
20-22	Censorship in War and Peace
23-24	Media and Elections
25-26	The Arab Spring
27-28	New Media and "Citizen Journalism"
29-30	Interest Groups in the News
31-32	News Agenda Setting: The News Media and Public Policy Agendas
Final Term Exams	

Recommended Readings

- Akhtar, Rai Shakil. 2000. *Media, Religion, and Politics in Pakistan*. Karachi: Oxford University Press.
- Akor, Ambrose. 2011. "The Media, Public Opinion, and British Foreign Policy: PhD Thesis." University of Manchester.
- Ashfaq, Ayesha, and Adnan Bin Hussein. 2014. "Superpower Syndrome: The Enduring Debate on Pro-Americanism and Anti-Americanism in Foreign Media." *Asian Social Science* 10(3).
- Baum, Mathew A., and Philip B.K. Potter. 2008. "The Relationship Between Mass Media, Public Opinion, and Foreign Policy: Toward a Theoretical Synthesis." *Annual Review of Political Science* 11: 39–65.
- Bennett-jones, Owen. 2008. "US Policy Options Toward Pakistan: A Principled and Realistic Approach." *Policy Analysis Brief* (February).
- Brody, R.A. 1991. *Assessing the President: The Media, Elite Opinion, and Public Support*. Stanford, CA: Stanford University Press.
- Bulliet, Richard W. 2003. "Rhetoric, Discourse, and the Future of Hope." *Annals of the American Academy of Political and Social Science* 588(July): 10–17.