Political Communication: Media and Democratic Engagement
POLS 418
MWF 10:00-10:50

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Before we get started...

- No class on Friday. Use it to work on your projects and reading.
- I am on call for jury duty again next week. Please check the website for updates.
- Next week I want to start the Walsh book, *Talking about Politics*. Read Chapters 1-4 for Monday.
- The last week of April, we will spend some time in the computer lab and talk about data analysis. Make sure you have all of your data collected.
- News

Feminine Style-Campbell (1989)

Feminine

1. personal tone
2. address the audience as peers
3. invites audience participation or action
4. relies of personal experience, anecdotes and other examples
5. identifies with the experience of the audiesn
6. is structure indictively

Masculine

1. use of impersonal or incomplete examples
2. affirmation of personal experiences
3. relies on expert authorit
4. deductive logic

Crying

- ▶ Hillary Clinton
- ▶ John Boehner
- ▶ We have two instances of politicians crying, one male and the other female. Were these crying episodes treated equally be the media?

First Ladies

- ▶ Why was Eleanor Roosevelt so important as a first lady?
- ▶ How would you characterize Michelle Obama as a first lady?
- ▶ How would you compare Michelle Obama to Hillary Clinton?
- ▶ Gallup Poll

...and Gentleman

- If a woman were elected president, what would the public expect of the first gentleman?
- Would media coverage of an active first gentleman be the same?
- How would the media react to a first gentleman who decided to work outside the White House?
- How would people react to a first gentleman who had a strong presence in the media?
- How would people react to a female president who had a husband who was active in the White House?

Women, Knowledge, and Socialization

- How can we explain the gender gap in political knowledge?
- How do sources of political information differ for men and women?
- Self-evaluations of how informed a person believes they are are strongly correlated with gender. What explains this correlation?