

# Political Media and Discourses of the American Right

ANTH/LING 435 O

irrelevant to analysis. Papers and discussion should not address whether or not you agree with the host. By divorcing ourselves from factual analysis and our political opinions we will be able to learn a new way of listening, one that gives us training to go beyond what a blogger or opinion columnist can write.

### **Course Goals:**

Students will:

- Learn a new framework for “listening” to political media
- Conduct analysis of political media that steps outside of evaluating facts or whether you agree with political platforms
- Recognize and identify the specific rhetorical strategies used by a particular conservative pundit
- Contextualize political media with respect to American conservatism
- Collect data and become an “expert” on the language use of a particular conservative pundit

### **Student Learning Outcomes:**

Upon completion of this course, students should be able to:

Transcribe discourse data

able to analyze political media with respect to semantic, prosodic and stylistic traits  
discourse structure.

### **Instructional Methods:**

Regular class time will be divided into 2 formats: In general two days a week will be devoted to lecture and we will discuss the weekly reading assignments and your listening journals. On “lab days” we will discuss data (often provided by a student).

This course is designated as Oral-Intensive (O). ORAL ACTIVITIES IN THIS COURSE WILL FOLLOW THESE RULES:

- A minimum of 15 percent of the graded work will be based on effectiveness of oral communications.
- Students will receive intermediate instructor assistance in developing presentational competency.
- Students will utilize their communication competency across the span of the semester, not just in a final project.
- Students will receive instructor feedback on the success of their efforts at each stage of preparing their presentations.

### **3. Course Requirements:**

**Oral Participation:**





Plagiarism is a form of cheating in which you use anyone else's ideas and/or words (both published or personally communicated) without proper citation of the source. Whether from a printed source, the Internet, a lecture or a friend or family member, you must cite the source properly, if you got the idea from someone else—and this is true even if you are not using the source's exact wording. Be aware of the University's policies on academic dishonesty.

When academic dishonesty is documented on any assignment or exam, you will receive a zero and the matter may be turned over to the Dean of Students for inquiry, with the recommendation of a failing grade in the course.

You should familiarize yourself with the Student Code of Conduct ([http://www.uaf.edu/catalog/current/academics/regs3.html#Student\\_Conduct](http://www.uaf.edu/catalog/current/academics/regs3.html#Student_Conduct))

and the University statement on Plagiarism (<http://library.uaf.edu/lis101-plagiarism>).

For information on how to properly cite sources see: <http://library.uaf.edu/lis101-citing>

#### **Support Services:**

Student Support Services are available at UAF: <http://www.uaf.edu/sssp/>

These services include: free tutorial services; academic advising, mentoring, and personal support; direct financial assistance to qualified low-income participants; use of laptop computers, labs, and other techno -0.002 Tw 00(r)-3(ee t)(ee t)(eeh(a) (nW-h)4( t)-8t.6(na)3rs)1(e)5(u)4(d)-2(

Disability Services:

Thomas Edsall, 2007. Building Red America: The New Conservative Coalition and the Drive for Permanent Power. Basic Books. ISBN 10: 0-465-01816-1

John Micklethwait and Adrian Wooldridge, 2004. The Right Nation: Conservative Power in America. Penguin. ISBN 0-14-303539-8

George Lakoff, 2002. Moral Politics: How Liberals and Conservatives Think. University of Chicago Press. ISBN 0-226-46771-6.

The following books are recommended further reading for those who would like to learn more about conservatism in America and responses to its rise (on reserve, some chapters are assigned and will be on Blackboard):

Diamond, Sara. 1995. Roads to dominion: Right-wing movements and political power in the United States. Guilford.

Pierson, Paul and Skocpol, Theda, eds. 2007. The Transformation of American Politics: Activist Government and the Rise of Conservatism. Princeton University Press.

**Articles and Book Chapters:**

All other readings will be available or, in the case of library resources, linked on Blackboard under "course documents."

**Blackboard:**

You will hand in your transcripts, journal entries and recorded segments on Blackboard. The course site will also have links to streaming broadcasts, transcription conventions, transcription software, assignment guidelines and the course schedule.

**7. Topics, Deadlines and Schedule:**

Because the course is really a research team, much of your training will be sensitive to the sorts of issues that arise organically from our data. Thus, I may tailor latter aspects of the syllabus around particular issues that arise. Similarly, depending on how quickly or slowly we make our way through material, some readings may be moved to "recommended" status or lecture topics may be dropped altogether. Please check Blackboard announcements (and your email) for updated syllabi; I will also announce changes in class.

Unless otherwise noted, readings are required.

Topics and readings subject to revision.

Date	Topic	Reading Assignment or note
Week 1	Introduction & class business	

<b>Week 2</b> (no lab)	Conservatism and American exceptionalism; Receive host assignment and journal guidelines  Guide to contemporary major political figures	Mickelthwaite & Wooldridge Ch 12-13  David Foster Wallace Harper's article (for fun)
	First homework assignment handed out: Host Profiles  Overview of accessing and capturing data	American electoral system and government: selections from Shively (2011)
<b>Week 3</b>	The formation of contemporary conservatism  Units of discourse transcription	Edsall Ch 5, 6  Optional: Pierson & Skocpol, 2007)Ch 5
Lab Session	Practice transcription Host profiles and listening/viewing journals due	Bring headphones and laptop with Transcriber installed. Download sample soundfile from Blackboard
	Formation of conservatism (cont'd) , Talk Radio: history, policy, partisanship Transcription	M & W: Ch 1  Optional: Hartley Hillard and Keith
<b>Week 4</b>	Political discourse	Chilton Ch 1-2
Lab session	2 minute transcription due	bring memory stick with transcript and sound clip, post to Blackboard before class
	Talk radio genres	Douglas Holland

Week 5	Political discourse	Chilton, ch 3-4
Lab session	Listening/viewing journal due Discussion of student transcripts	
	Cont'd discussion of transcription conventions	TBA
Week 6	Religious radio and broadcasting & Political engagement of the religious right	Diamond Hangen  Optional: Apostolidis, Brown ch 11-13
Lab Session	3 minute transcription due	bring memory stick with transcript and sound clip, post to Blackboard before class
	Representation in political discourse	TBA
Week 7	Call-in radio, debate and "hot talk"	Hutchby Ferenchik  Optional: Capella et al (highly recommended for call in hosts)
Lab session	Listening/viewing journal due Data discussion	
	Presenting the "facts" and speaking with authority Linguistic resources in English for marking evidentiality and epistemic stance	Chafe, Optional Philips
Week 8	Repetition as a rhetorical strategy	

		Blackboard before class
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Evaluation,



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Partial and tentative bibliography of book chapters and articles (please note that required and recommended books are cited above):

- Apostolidis, Paul. 2002. Scanning the “stations of the cross”: Christian Right radio in post-Fordist society. In M. Hilmes and J. Loviglio, eds., *The Radio Reader: Essays in the Cultural History of Radio*, pp. 461-483. Routledge. .
- Cohn Carol. 1987. Sex and death in the rational world of defense intellectuals. *SIGNS* 12 (4), pp. 685-718.
- Diamond, Sara. 1989. To rule and to reign. In *Spiritual Warfare: The Politics of the Christian Right*, pp. 45-81. South End Press.
- Douglas, Susan. 2002. Letting the boys be boys: Talk radio, male hysteria and political discourse in the 1980s. In M. Hilmes and J. Loviglio, eds., *The Radio Reader: Essays in the Cultural History of Radio*, pp. 485-503. Routledge.
- Frank, Thomas. 2004. Persecuted, powerless and blind. In *What’s the Matter with Kansas? How Conservatives Won the Heart of America*, pp. 113-137. New York: Metropolitan Books.
- Goffman, Erving. 1981. Footing. In *Forms of Talk*, pp. 124-159. University of Pennsylvania Press.
- Hariman, Robert. 2007. In defense of John Stewart. *Critical Studies in Media Communication* 24(3): 273-277.
- Hart, Roderick and EJ Hartelius. 2007. The political sins of John Stewart. *Critical Studies in Media Communication* 24(3): 263-272.
- Hilliard, Robert and Michael Keith. 1999. The genesis of bitter air. In *Waves of Rancor: Tuning in the Radical Right*, pp. 3-35. M.E. Sharpe.
- Hutchby, Ian. 1999. Power in discourse: The case of arguments on a British talk radio show. In A. Jaworski and N. Coupland, eds., *The Discourse Reader*, pp. 576-588. Routledge.
- Lakoff, George and Mark Johnson. 1980. *Metaphors We Live By*, pp. 3-32. University of Chicago Press.
- Larsen, Jonathan. 2001. Rush Limbaugh: Talk radio’s big mouth. *Columbia Journalism Review*.
- Laufer, Peter. 1995. *Inside Talk Radio: America’s Voice or Just Hot Air*, pp. 38-67. New York: Birch Lane Press.
- Linde, Charlotte. 1997. Evaluation as linguistic structure and social practice. In Gunnarsson, Linell and Nordberg, eds., *The Construction of Professional Discourse*, pp. 151-172. Addison Wesley Longman.
- Lippmann, Walter. [1922] 1949. *Selections from Public Opinion*, pp. 41-49, 150-158. The Free Press.
- Lule, John. 2007. The wages of cynicism: John Stewart tried for heresy at NCA San Antonio. *Critical Studies in Media Communication* 24(3): 262.
- Seib, Philip. 1997. *Rush Hour: Talk Radio, Politics and the Rise of Rush Limbaugh*. Summit Group.
- Shoaps, Robin. 1999. The many voices of Rush Limbaugh: the use of transposition in constructing a rhetoric of common sense. *Text* 19(3): 399-437.

- Silverstein, Michael. 2003. Talking Politics: The Substance of Style from Abe to "W," pp. 1-16. Chicago: Prickly Paradigm Press.
- Tannen, Deborah. 1995. Waiting for the mouse: constructed dialogue in conversation. In Mannheim and Tedlock, eds., *The Dialogic Emergence of Culture*, pp. 198-217. University of Illinois Press.
- Tannen, Deborah 1987. Repetition in conversation: toward a poetics of talk. *Language* 63(3): 574-605.
- Urban, Greg. 1989. The 'I' of discourse. In Lee and Urban, eds., *Semiotics, Self and Society*. Mouton de Gruyter.
- Voloshinov, V.N. *Selections from Speech Genres and Other Late Essays*. University of Texas Press.
- Warren, Donald. 1996. *Radio Priest: Charles Coughlin, Father of Hate Radio*. Chapter 9 Free Press.