POP POLITICS

Office hours: By appointment

Course leader: Dr. Marijana Grbesa Zenzerović, grbesa@fpzg.hr

Required readings: All readings will be either **posted on Intranet or available in the library**. Students are responsible for checking Intranet and completing the readings.
Due to the pandemic, course will be conducted in a hybrid mode, as a combination of live and online sessions.

Schedule of topics

Oct 6: Introduction and syllabus overview

Oct 13: TicToc politics: Uses, abuses and implications
Guest lecture: Dr. Iva Nenadić

Oct 20: Media, politics and entertainment

- Mazzoleni, G. and Schulz, W. (1999) Mediatization of Politics: A Challenge for Democracy?, *Political Communication* , 16: 247-261.
- Esser, Frank and Stromback, Jasper (2014) Mediatization of Politcs, **Introduction, pp. 3-28.**
- Corner, J. and Pels, D. (2003) *Media and the Restyling of Politics*. London: SAGE. **Chapters 1, 2, 3, 5**
- Van Zoonen, L. (2005) *Entertaining the Citizen: When Politics and Popular Culture Converge*. Rowman & Littlefield

Seminar: Poster topics. How to create a poster?

Oct 27: Celebrities and popular culture in contemporary political communication I
(Celebrity politics, pop politics, history of celebrity politics)

- Danesi, M. (2008) *Popular culture: introductory perspectives*. Rowman & Littlefield **Part 1: What is Pop Culture?**
- Grbeša, M. (2010) 'Privatisation of Politics in Croatia: Analysis of the 2003 and 2007 Parliamentary Elections', *Medijska istraživanja* 16 (2): 57-79
- Marsh, David, Paul 't Hart and Karen Tindall. 2010. "Celebrity Politics: The Politics of Late Modernity?", *Political Studies Review* 8(3): 322-340.
- Street, J. (2004) 'Celebrity Politicians: Popular Culture and Political Representation', *The British Journal of Politics & International Relations,* 6:432-452.
- Wheeler, Mark (2013) Celebrity Politics. Polity. **Chapters: Introduction, 1, 4, Conclusion**

November 3: Popular culture in contemporary political communication II
(Aesthetics and emotions in politics; implications of celebrity politics)

- Driessens, O. (2013). The celebritization of society and culture: Understanding the structural dynamics of celebrity culture. *International journal of cultural studies*, *16*(6), 641-657.

- Grbeša, M. (2015) 'Pop Politics as Violence Against Politics? An Overview of the Debate', in Z. Kurelic (ed.) *Violence, Arts and Politics.* Politička misao: Zagreb.
- Street, J. (2012) Do Celebrity Politics and Celebrity Politicians Matter?, *British Journal of Politics and International Relations,*
- Street, J. (2004) 'Celebrity Politicians: Popular Culture and Political Representation', *The British Journal of Politics & International Relations,* 6:432-452.

November 10: Celebrity politics and celebrity populism

- Šalaj, B., & Grbeša, M. (2022) WHAT IS CELEBRITY POPULISM? THE CASE OF THE CROATIAN SINGER MIROSLAV ŠKORO. *Družboslovne razprave*, *38*(99), 21-43.
- Lilleker, D. et al. (2016) *US Election Analysis 2016: Media, Voters and the Campaign.,* **Part 7: Pop Culture and Populism**
- Van Zoonen, L. (2012). '*I*-pistemology: changing truth claims in popular and political culture'. *European Journal of Communication, 27*(3), p. 56-67.
- Wood, M. et al (2016) *Just like us: Everyday celebrity politicians and the pursuit of popularity in an age of anti-politics*, The British Journal of Politics and International Relations, 18(3): 581–598.

November 17: Celebrity politics and social media
- Street, John (2018) What is Donald Trump? Forms of 'celebrity' in celebrity politics. *Political Studies* Review, 1–11.
- Enli, G. and Rosenberg, L.T. (2018) Trust in the Age of Social Media: Populist Politicians Seem More Authentic, *Social Media + Society*, January-March: 1–11.
- Manning, Nathan et al. (2016) Politicians, celebrities and social media: a case of informalisation? *Journal of Youth Studies.*

November 24: Emotions and authenticity in the digital age
- Enli, Gunn (2017) Twitter as arena for the authentic outsider: exploring the social media campaigns of Trump and Clinton in the 2016 US presidential election, *European Journal of Communication* 32(1) 50–61.
- Jones, Phillip E., Hoffman, L. H. and Young, D.G. (2012) Online emotional appeals and political participation: The effect of candidate affect on mass behavior. *New Media & Society* 15(7): 1132-1150.
- Wahl-Jorgensen, K. (2018) Media coverage of shifting emotional regimes: Donald Trump's angry populism, *Media, Culture & Society*, 40(5): 766–778.

December 01: Political humor and internet memes
- Dean, J. (2019). Sorted for Memes and Gifs: Visual Media and Everyday Digital Politics. Political Studies Review, 17(3), 255–266.
- Tay, G. (2015) Binders full of LOLitics: Political humour, internet memes, and play in the 2012 US Presidential Election (and beyond). European Journal of Humour Research 2 (4) 46-73

December 08: Popular representation of politics: From Mr. Smith to Frank Underwood
- Pautz, M. (2015). Argo and Zero Dark Thirty: Film, Government, and Audiences. PS: Political Science & Politics, 48(1).
- Van Zoonen, L. 2007, "Audience reactions to Hollywood politics", *Media, culture and society,* vol. 29, no. 4, pp. 531-547.
- Van Zoonen, L. (2005) *Entertaining the Citizen: When Politics and Popular Culture Converge.* Rowman & Littlefield, **Chapters: 1, 2, 4, 5, 6, 7.**

- Van Zoonen, L. and D. Wring (2012). Trends in political television fiction in the UK: Themes, characters, and narratives, 1965–2009. *Media, Culture and Society, 34*(3), p. 263-279

December 15: Popular genres in political discourse
- Van Zoonen, L. (2005) *Entertaining the Citizen: When Politics and Popular Culture Converge*. Rowman & Littlefield **Chapters: 1, 2, 4, 5, 6, 7.**

December 22: Celebrity politics and female politicians
- Carlin, D.B. and Winfrey, K.L. (2009) Have You Come a Long Way, Baby? Hillary Clinton, Sarah Palin, and Sexism in 2008 Campaign Coverage, *Communication Studies* 60 (4): 326-343.
- Van Zoonen, L. (2006) 'The personal, the political and the popular: A women's guide to celebrity politics'*, European Journal of Cultural Studies,* 9(3): 287-301.

January 12: Music and politics
- Grbeša, M. & Bebić, D. (2016) The backlash of the loose canon: musicians and the celebrity cleavage In. Lilleker D. et al *US Election Analysis 2016: Media, Voters and the Campaign*
- Street, J. (2012) *Music and politics*. Cambridge : Polity Press, **Chapters: Introduction, 3., 4., 5, 7., Conclusion**

January 19: Celebrity diplomacy and social media / Overview of the course
- Bennett, Lucy (2014) If we stick together we can do anything': Lady Gaga fandom, philanthropy and activism through social media Celebrity Studies, 5:1-2, 138-152 http://journal.transformativeworks.org/index.php/twc/article/view/346/277
- Tsaliki, L. et al. (2011) Transnational Celebrity Activism in Global Politics. Intelect. **Chapters: Introduction, 2, 13, Conclusion.**

January 26: Evaluation of the course

Student assignments:

Project (*individual assignment or group assignment*): **Analyze celebrity strategy of a chosen political candidate** or political engagement of a chosen celebrity. Detailed instructions will be provided on October 13. The grade for the project counts towards the final assessment of this course (10% of the final grade).

Poster assignment (individual assignment)**:** Students will be required to create an academic poster. The grades for poster count towards the final assessment of this course (30% of the final grade). Detailed instructions will be provided on October 13. **The deadline for poster submission is January 19 2023.**

Grading Policy:
Attendance – 50% required; 50% + counts towards 10% (100 points)
Project – 10% (100 points)
Poster – 30% (300 points)
Exam - 50% (500 points)

Attendance – students need to attend at least 50% of meetings (7 lectures + seminars)

Grading scale

900 - 1000 = 5
800 - 899 = 4
650 - 799 = 3
500 - 649 = 2
< 500 = 1

Attendance:

In-class participation points depend on you being present in class, so please ensure you are present and sign the sheet with the class roster or confirm your presence on MS Teams. You have three allowed absences. **Your presence is registered if you are present both in lecture and seminar.**

Examination policy:

Poster and assignment are due on the date posted. Late submission will be accepted ONLY with the approval of the teacher. **Missing assignments without informing the teacher will result in lost points.**

Optional readings:

- Fischlin, D. and Heble A. (eds) (2003) *Rebel Musics: Human Rights, Resistant Sounds and, and the Politics of Music Making*. Montreal
- Goren, L. J. (ed) (2009) *You've come a long way, baby : women, politics, and popular culture.* Lexinton: University Press of Kentucky
- Holz-Bacha, C. (2004) 'Germany: How the private life of politicians got into the media', *Parliamentary Affairs*, 57(1): 41-52.
- Kellner, Douglas (2010) Celebrity diplomacy, spectacle, and Barack Obama, *Celebrity Studies*, (1), 1: 121-123.
- Langer, A.I. (2012) *The Personalisation of Politics in the UK. Mediated Leadership from Attlee to Cameron.* Manchester University Press
- Lalancette, M. and Raynauld, V. (2017) 'The Power of Political Image: Justin Trudeau, Instagram, and Celebrity Politics', American Behavioral Scientist, 1-37.
- Marshall, P.D. (1997) *Celebrity and Power: Fame in Contemporary Culture.* Minneapolis: University of Min. Press.
- McRobbie, A. (1990) *Feminism and Popular Culture.* Palgrave MacMIllan.
- Van Zoonen, L. (2004) 'Imagining the Fan Democracy', *European Journal of Communication, (*19)1: 39-52.
- Street, John, Inthorn, Sanna and Scott, Martin (2012) *Playing at Politics? Popular Culture as Political Engagement.* Parliamentary Affairs, 65 (2). pp. 338-358.