

PUBLIC OPINION AND BEHAVIOR
POLITICAL SCIENCE 164

CALENDAR OF LECTURES AND READINGS
(AUTUMN, 1954 : ALFRED DE GRAZIA)

Students taking this course for 4 units are examined on the lectures and readings described below. A midterm examination will be held on the date designated. Students desiring 5 units will prepare a research paper on a topic approved by the instructor; appropriate subjects will be suggested in an early meeting of the class; the papers are due on December 7. Guest lectures, special training periods and demonstrations will be announced beforehand.

No books need be purchased. All necessary works are on reserve at the library. Assignments should be read before class sessions. I urge students to take notes on lectures and classroom discussions and on all readings, and to review them two or three times before being examined. You should aim fundamentally at a clear command of all important theories treated, of some of the essential facts that support them, and of the methods by which the theory and facts are gained. Unless you know for any given fact the theory for which it is important and the means by which it was discovered and validated, you are considered to know it imperfectly.

The factual materials that are to be read are principally studies of American situations, because Americans have done most of the empirical studies and because American cases fit better your experience. However, the theories demonstrated will have universal applications in most cases, and some of the studies do deal with foreign situations and were chosen to emphasize the universality of the problems. Basic theory in opinion and behavior has come largely from continental European sources, as you will discover.

CALENDAR OF LECTURES
AND REQUIRED READINGS

DATE	NO.	TITLE OF LECTURE	READINGS
		<u>I. Origins of Opinion and Behavior</u>	
S30	1.	How man becomes "political"	S. De Grazia, <u>Political Community</u> , pp. 7-42
01	2.	Civic training	C.E. Merriam, <u>Making of Citizens</u> , Chaps. IV, V
05	3.	Group affiliations	D. Truman, <u>Governmental Process</u> , 14-26; M. Sherif and Sargent, "Ego-Involvement and the Mass Media", 3 <u>J. Soc. Issues</u> (1947), 8-16.
06	4.	Character and opinion in democratic societies	H. D. Lasswell, <u>Power and Personality</u> , Chap. VII; Lippitt and White, in T. Newcomb & Hartley, <u>Readings in Social Psychology</u> (1947) 315 ff.
07	5.	Concept of the "public"	P. Palmer "Concept of Public Opinion in Political Theory", in B. Berelson and Janowitz, <u>Reader in Public Opinion and Communication</u> .
		<u>II. Composition of the Public</u>	
08	6.	The doctrine of the active public	A. De Grazia, <u>Public and Republic</u> , 21-8; 53-61; 101-10; 113-39; 146-63.
012	7.	Extent of the informed public	H. Hyman & P. B. Sheatsley, "Some Reasons Why Information Campaigns Fail," 11 <u>POQ</u> (1947), 412-23.
013	8.	Distribution of group membership	B. Barber, "Participation and Mass Apathy," in A. W. Gouldner, <u>Studies in Leadership</u> .
014	9.	Patterns of political activity	J. L. Woodward and Roper, "Political Activity of American Citizens," 44 <u>APSR</u> (1950), 87285.
015	10.	Politists and opinion leaders	R. K. Merton, "Patterns of Influence," in P. Lazarsfeld and Stanton, <u>Communications Research 1948-1949</u> .
		<u>III. Psychological Determinants of Opinion and Behavior</u>	
019	11.	Isolation of and conflicts within sub-publics	M. Kriesberg, "Cross-Pressures and Attitudes," 13 <u>POQ</u> (1949), 5-16; F. C. Barghoorn, <u>Soviet Image of the United States</u> , 198-228; S. Bellin & Riessman, 5 <u>J. Soc. Issues</u> (1949), 24-32.

- 020 12. Selective attention and suggestion Ithiel Pool, Symbols of Democracy, 1-16; H. Cantril, Invasion from Mars, vii-xiv, Chaps. II, IX.
- 021 13. Stereotypes and simplism Walter Lippmann, "Stereotypes," in Berelson, op. cit. D. Katz, "Psychological Bars to Communication," 250 Annals (1947), 17-25; Lumley, "Slogans..," in K. Young, Source Book for Social Psychology, 451-8.
- 022 14. Distortions J. S. Bruner & C. C. Goodman, "Value and Need as Organizing Factors in Perception," 42 J. Abn. & Soc. Psych. (1947), 33-44.
- 026 15. Aggression Neal E. Miller & R. Bugelski, "Minor Studies of Aggression," 25 J. Psych. (1948), 437-42.
- 027 16. The "deed" and the "word" U.S. Strategic Bombing Survey, Effects of Strategic Bombing on Japanese Morale, Chap.10.

IV. Social Determinants of Opinion and Behavior

- 028 17. Income and prestige A. W. Kornhauser, in Berelson, op. cit., 70-82; J. D. Barnhart, "Ranifall and the Populist Party in Nebraska," 19 APSR (1925), 527-40.
- 029 18. Urbanism and sectionalism H. F. Gosnell, Grass Roots Politics, Chap. VII.
- N2 19. Religion Federal Council., Information Service, Vol. 27, no. 20, part 2 (5/15/48)
- N3 20. Nationality R. Michels, "Patriotism," in First Lectures in Political Sociology; H. D. Lasswell, "Nations and Classes," in Berelson, op. cit.
- N4 21. Ideology R. Michels, op. cit., Chaps I, II; Charles Morris, in Charles Moore, Essays in East & West Philosophy, 353-370.
- N5 22. Personality of Leaders M. Saadi & P. Farnsworth, "Degrees of Acceptance..," 29 J. Abn. and Soc. Psych. (1934), 142-50; V. O. Key, Southern Politics, 36-41; J. Bruner and S. Korchin, "The Boss and the Vote," 10 PQQ (1946), 1 ff.

N9 MIDTERM EXAMINATION

V. The Direction of Opinion and Mass Behavior

- N10 23. Ethics of psychological manipulation R. K. Merton, Mass Persuasion, 2-3, Chap. VII.
- N11 24. The need for opinion analysis L. W. Doob, Public Opinion and Propaganda, Chap. 21.
- N 12 25. Surveys A. Campbell and G. Katona, "The Sample Survey" in L. Festinger and D. Katz, Research Methods in the Behavioral Sciences, Chap. 1.

N16 26. Symbol analysis D. P. Cartwright, "Analysis of Qualitative Material," Ibid., Chap. 10.

N17 27. The media of communication Doob, op. cit., Chaps. 18-20.

N18 28. Organization and control of media Commission on Freedom of the Press, A Free and Responsible Press, Chaps. 3-4.

N19 29. Propaganda H. D. Lasswell, in D. Lerner, op. cit., 261-6; Lasswell, in Berelson, op. cit., 176-80.

N23 30. Propaganda tactics I. Silone, School for Dictators, 131-201; E. Bernays, mimeo. pamphlets on reserve.

N24 31. Limits of propaganda Robin Williams, Reduction of Intergroup Tensions, Chap. II.

VI. Public Opinion and Public Policy

N25 32. Opinion as a factor in public policy R. Likert, "Opinion Studies and Government Policy," in American Philosophical Society, Proceedings, Vol. 92, no.5, Nov. 12, 1948; Lasswell, in Lerner, op. cit., 55-68; A. V. Dicey, "The Relation Between Law & Public Opinion", in Berelson, op. cit., 117-20.

N30 33. Case studies: a. The Rise of Hitler H. D. Lasswell, "The Psychology of Hitlerism," 4 Political Quarterly (1933), 373-84.

D1. 34. b. "Packing" the Supreme Court F. V. Cantwell, "Public Opinion and the Legislative Process," in Berelson, op. cit., 121-31.

D2 35. c. State Department Intelligence W. Phillips Davison, "More Than Diplomacy," in L. Markel, Public Opinion and Foreign Policy.

D3 36. d. Governmental reporting in Chicago H. Beyle, Governmental Reporting, Intro. & summary.

D7 37. e. Congress and a tariff law E. E. Schattschneider, Politics, Pressures and the Tariff, 67-109.

D8 38. f. The Tydings election defeat U.S. Senate Hearings, "Maryland Senatorial Election of 1950" (scan)

D9 39. g. The Japanese-American evacuation M. Grodzins, Americans Betrayed, Chaps. 4, 7.

D10 40. h. The Republican victory of 1952 ---