

College of Computing Distinguished Lecture

Media and American Democracy

Wednesday, September 24, 2008
3 p.m. – 4 p.m. • Technology Square
Research Building (TSRB) Auditorium



Susan Herbst

Executive Vice Chancellor, University System of Georgia
Professor, Ivan Allen College, Georgia Institute of Technology

BIOGRAPHY

Susan Herbst is executive vice chancellor for the University System of Georgia and professor of public policy at Georgia Tech. Her research focuses on public opinion, mass media and the nature of the policy-making process in the United States. Before moving to Atlanta in 2007, she was professor and chair of the Department of Political Science at Northwestern University, and then held faculty and administrative positions at Temple University and the University at Albany/SUNY. Herbst is editor of a book series on American politics, public opinion and political behavior with the University of Chicago Press. Her current work focuses on the nature of public opinion in the United States and, most recently, the ways that media shape presidential political speeches and rhetoric.

ABSTRACT

In this lecture, Herbst will discuss the evolution of the mass media in the United States, with a focus on political communication and journalism. After a brief historical review of some key moments in media history, she will present some of the more influential scholarly theories of media effects on political discourse and behavior. She will also discuss the opportunities and challenges associated with the study of media, public opinion and politics with the emergence of the Internet.

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