Communication 1-B
Media, Culture and Society
Winter, 2012
Lectures: Tu/Th 9:00-10:15, Room 300-300
Sections: TBA

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Teaching Assistants: TBA

Goals:

Few social forces are more powerful or more ubiquitous than the American media. From the movies to the news, across the airwaves and the internet, images and sounds swarm our everyday lives and clamor for our attention. Recently, thanks to digital technologies, ordinary citizens have joined advertisers, politicians and other story-telling professionals in making materials for mass distribution. More than at any other time in American history, we live immersed in media.

This course aims to map that immersion and to equip you with the analytical tools to inhabit it critically. We will examine the structure and regulation of the media industries, the roles of producers and consumers in the American media system, and the impact of new technologies and globalization on the mass media. By the end of the course, you should have a solid command of core theories in contemporary media studies and a sharp analytical scalpel with which to dissect the claims of contemporary media makers.

Readings:

At the bookstore you should buy:


Edward Bernays, *Propaganda* (introduction by Mark Crispin Miller)

Other readings will be available on line.
Assignments & Grading:

Analytical Projects = 50%
- 1 (Jan 24): 15%
- 2 (Feb 28): 15%
- 3 (March 15): 20%

Midterm Exam (Feb. 9, in class): 20%

Final Exam (Date & Time TBA): 20%

Participation: 10%

Expectations:

Participation:

While formally a lecture course, our class meetings will in fact be quite interactive. You’ll need to come to both lecture and section with the reading done and with the ability to participate in a class discussion.

To participate effectively, you should aim to speak in a way that moves a discussion forward and increases the learning for the whole group. Contributions can include questions, insights, and responses to other comments. They can also include provocative mistakes. Being “wrong” but intellectually adventurous can often help jump-start everyone’s thinking. One powerful comment or question is worth more than many less powerful remarks.

Projects:

Your projects need to come in on time and should represent your best work at every level. Work that comes in late or with errors of fact, grammar or spelling will be penalized. As ever, the Honor Code applies to all your work.

Course Schedule:
(Note: This schedule is subject to change.)

Week 1: Introductions

Tuesday, January 10: Introductions and planning

No readings
Thursday, January 12: How do media matter?


PART 1: The Political Economy of the American Media System

Week 2: The American Media Industry

Tuesday, January 17: American Media Industries

Croteau, Hoynes, & Milan, Ch. 2 “The Economics of the Media Industry”


Wikipedia, "Batman", "Batman Franchise Media"

View Batman (1989) trailer (http://www.youtube.com/watch?v=9AdEHOta-Uc)

Thursday, January 19 Advertising and Media Consumption

Bernays, Propaganda: Introduction, Chapters 1-4

Watch Sut Jhally, Advertising and the End of the World
http://www.youtube.com/watch?v=bdpucXyZNCM

Week 3: The Market and the State

Tuesday, January 24: Market influences on journalism:
Due: Analytical Project #1


Thursday, January 26: The American media regulation system in comparative perspective:

Croteau, Hoynes & Milan, Chapter 3: Political Influence on Media


**Week 4: The State and The Media:**

**Tuesday, January 31: What is a Free Press?**

Guest lecture by Prof. Theodore Glasser


**Thursday, February 2: The State and the Media: War News as Entertainment:**

Croteau, Hoynes & Milan, Ch. 4 (pp. 123-150 only)


**PART 2: Representation, Ideology and the Audience**

**Week 5: Media and Ideology**

**Tuesday, February 7: What does “Ideology” look like?**

Croteau, Hoynes & Milan, Ch. 5 “Media and Ideology”

**Thursday, February 9: In-class Midterm Exam**

**Week 6: Ideology, Texts and Audiences**

**Tuesday, February 14: How do mass media texts shape our views? What textual dynamics are at work?**

Laura Mulvey, “Visual Pleasure and Narrative Cinema”

Fred Turner, “This is for fighting, this is for fun,” in Dines, ed., *Gender, Race and Class in Media*, pp. 642-650 Available at [http://fredturner.stanford.edu](http://fredturner.stanford.edu) (download from “Papers”)

Communication 1B Syllabus – 4 of 6
Thursday, February 16: Polysemy and Active Audiences

Croteau, Hoynes & Milan, Ch. 8: Active Audiences and the Construction of Meaning


Week 7: Mass Media, Identity and Social Inequality:

Tuesday, February 21: Identity, Inequality and Power

Croteau, Hoynes & Milan, Ch. 6 “Social Inequality and Media Representation”

Joshua Gamson, “The Monster With Two Heads,” in Freaks Talk Back (pp.28-65)

Thursday, February 23: Identity, Managed, For Money


In Class: “Merchants of Cool”

PART 3: New Forces: Digital Technology and Globalization

Week 8: Whither Mass Media?:

Tuesday, February 28: Digital Production and Remix Culture

Due: Analytical Project #2

Croteau, Hoynes & Milan, Chapter 9 “Media Technology”

Lev Manovich, “Models of Authorship in New Media” (2002)


Thursday, March 1: Free Culture versus Free Labor

John Perry Barlow, “A Declaration of the Independence of Cyberspace,”
https://projects.eff.org/~barlow/Declaration-Final.html

Available http://tvn.sagepub.com/cgi/content/abstract/9/1/24
Henry Jenkins, “Quentin Tarentino’s Star Wars?” Available at: http://web.mit.edu/cms/People/henry3/starwars.html

**Week 9: New Forces: Digital Technology – Citizen Media?**

**Tuesday, March 6:** New Media, New Politics:

Guest Lecture: Professor Shanto Iyengar

Readings TBA

**Thursday, March 8:** Digital Identities?


Eva Illouz, “Romantic Webs,” from Cold Intimacies (pp.74-107, 126-129)

**Week 10: New Forces: Globalization:**

**Tuesday, March 13:** Cultural imperialism or international mash-up?

Croteau, Hoynes & Milan, Chapter 10 “Media in a Changing Global Culture”

Bennett, "Hip Hop am Main: The Localization of Rap Music and Hip Hop Culture,” Media Culture & Society 1999 21(1) (Available for download via SUL)

Charles Kenney, “Revolution in a Box,” Foreign Policy, November/December, 2009:

http://www.foreignpolicy.com/articles/2009/10/19/revolution_in_a_box

**Thursday, March 15:** New media, new missions

*Due: Analytical Project #3*


Explore the following sites:

Global Voices: http://globalvoicesonline.org/

Worldchanging: http://www.worldchanging.com/

Kiva: http://www.kiva.org/