

Communication 1-B
Media, Culture and Society
Winter, 2013
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:

David Croteau and William Hoynes, *Media/Society: Industries, Images, and Audiences* (4TH EDITION)

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

Hiroki Azuma. *Otaku: Japan's Database Animals*.

Other readings will be available on Coursework and the Web.

Assignments & Grading:

Analytical Projects = 50%

- 1 (Jan. 22): 15%
- 2 (Feb. 26): 15%
- 3 (March 14): 20%

Midterm Exam (Feb. 7, 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 8: *Introductions and planning*

No readings

Thursday, January 10: *How do media matter?*

Lippmann, "The World Outside and the Pictures in Our Heads" from Lippmann, *Public Opinion*, pp. 3-20.

James W. Carey, "A Cultural Approach to Communication" from *Communication as Culture*, pp. 13-36

PART 1: The Political Economy of the American Media System**Week 2: The American Media Industry**

Tuesday, January 15: *American Media Industries*

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

Eileen Meehan, "'Holy Commodity Fetish, Batman!': The Political Economy of a Commercial Intertext," *The Many Lives of the Batman*, pp.47-65

Wikipedia, "Batman", "Batman Franchise Media"

View *Batman* (1989) trailer (<http://www.youtube.com/watch?v=9AdEH0ta-Uc>)

Thursday, January 17 *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 22: *Market influences on journalism:*
Due: Analytical Project #1

GUEST LECTURE BY PROFESSOR SHANTO IYENGAR

Bagdikian, "The U.S. Mass Media: Supermarket or Assembly Line?" in Iyengar and Reeves, eds., *Do The Media Govern?*, pp.66-76.

Iyengar, "The Media Marketplace: Where Americans Get the News" from Shanto Iyengar, *Media Politics* (W.W. Norton, 2006).

Thursday, January 24: *The American media regulation system in comparative perspective:*

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

Hallin and Giles, "Presses and Democracies," in Overholser and Jamieson, *The Press*, pp. 4-16.

Horwitz, "Communications Regulation in Protecting the Public Interest," in Overholser and Jamieson, *The Press*, pp. 284-302.

Cook, "Public Policy Toward the Press: What Government Does for the News Media," in Overholser and Jamieson, *The Press*, pp. 248-262.

Week 4: The State and The Media:

Tuesday, January 29: *Journalism and Ethics*

GUEST LECTURE BY PROFESSOR THEODORE GLASSER

Glasser, Theodore L., and James S. Ettema. "Ethics and Eloquence in Journalism." *Journalism Studies* 9, no. 4 (2008): 512-34.

Thursday, January 31: *The State and the Media: War News as Entertainment:*

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

Major General Tony Cucolo, "The Military and the Media: Shotgun Wedding, Rocky Marriage, Committed Relationship," *Media, War & Conflict*, 2008.

PART 2: Representation, Ideology and the Audience

Week 5: Media and Ideology

Tuesday, February 5: *What does "Ideology" look like?*

Croteau, Hoynes & Milan, Ch. 5 "Media and Ideology"

Thursday, February 7: *In-class Midterm Exam*

Week 6: Ideology, Texts and Audiences

Tuesday, February 12: *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> (download from “Papers”)

Thursday, February 14: *Polysemy and Active Audiences*

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

Hall, “Encoding/Decoding,” in During, ed., *The Cultural Studies Reader*, pp. 507-517.

Horace Newcomb and Paul M. Hirsch, “Television as Cultural Forum,” in Newcomb, ed., *Television: The Critical View*, pp. 561-573.

Week 7: Mass Media, Identity and Social Inequality:

Tuesday, February 19: *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 21: *Identity, Managed, For Money*

Jacqueline Botterrill, “Cowboys, Outlaws and Artists: The Rhetoric of Authenticity and Contemporary Jeans and Sneaker Advertisements,” *Journal of Consumer Culture* (2007)

In Class: “Merchants of Cool”

PART 3: New Forces: Digital Technology and Globalization

Week 8: Whither Mass Media?:

Tuesday, February 26: *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)

Alice Marwick and danah boyd, "To See and Be Seen: Celebrity Practice on Twitter," *Convergence*, v.17, 2011.

Thursday, February 28: *Free Culture versus Free Labor*

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

Andrejevic, Mark "Watching Television Without Pity: Online Viewer Labor." *Television and New Media*. Vol. 9, No. 1, 24-46 (2008)
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 Identities & Globalization

Tuesday, March 5: *New Media, New Politics:*

Bailenson, J.N. (2006). Transformed social interaction in collaborative virtual environments. In Messaris, P. and Humphreys, L. (Ed.) *Digital Media: Transformations in Human Communication*. 255-264. New York: Peter Lang.
<http://vhil.stanford.edu/pubs/2006/bailenson-social-interaction.pdf>

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

Thursday, March 7: *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

Week 10: New Forces: Globalization:

Tuesday, March 12: *Otaku Culture Part 1:*

Hiroki Azuma, *Otaku*, Chapters 1 & 2 (pp. 3-95)

Thursday, March 14: *New media, new missions*
Due: Analytical Project #3

Hiroki Azuma, *Otaku*, Chapter 3 (pp. 96-116)