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?

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”
Wikipedia, "Batman", "Batman Franchise Media"
View Batman (1989) trailer (http://www.youtube.com/watch?v=9AdEHOta-Uc)

Thursday, January 17 Advertising and Media Consumption
Bernays, Propaganda: Introduction, Chapters 1-4

Week 3: The Market and the State

Tuesday, January 22: Market influences on journalism:
Due: Analytical Project #1

GUEST LECTURE BY PROFESSOR SHANTO IYENGAR

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**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.


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

**Tuesday, January 29:** Journalism and Ethics

GUEST LECTURE BY PROFESSOR THEODORE GLASSER


**Thursday, January 31:** 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 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](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


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


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)

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


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:**


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)


**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)

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