

# Media, Society, and Culture

Spring 2016 Thursday 1:30 PM AVC

Lecturer: Tae-Sik Kim

Office Hour: Tue 1:00 – 2:00 PM & Wed 1:30 – 3:00 PM

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## ➤ Course Objectives

This course is designed to help students develop an understanding the complexity of media environments in our contemporary society. Students will consider ‘media’ as cultural practices and discourses. The course will look at the evolution of communication and media industries over time to explore how models for information distribution and reception have facilitated communication in modern society. As well, students will look at the ways that media practices influence and order other practices in the social world. The first half of the course will cover an historical and theoretical overview of contemporary media practices, including definitions of ‘media’, technological determinism and culture, and media and culture industry. The second half of the course will then focus on each medium such as newspapers, television, and ‘new’ media as environments of practice.

- To understand the history of media and technology to comprehend their reciprocal roles in relation to society and culture
- To critically evaluate the power of cultural media and symbolic meaning-making in affecting fundamental social change
- To comprehend the ways in which the form of different media –newspapers, TV, video, exhibition and new media – affects cultural meaning-making

## ➤ Syllabus

Week 1. Introduction to the course

Week 2. Media vs Culture: Views on Technologies

Week 3. Media Effects

Week 4. Culture Industry and Society

Week 5. Media, Information, and People

Week 6. Alternative Media

Week 7. Take Home Examination

Week 8. Print Media and Culture

Week 9. Electronic Media and Culture

Week 10. Advertisement

Week 11. The Internet

Week 12. Group Presentation

Week 13. Final Examination

### ➤ Literatures

Richard Campbell, Christopher Martin, and Bettina Fabos, *MEDIA AND CULTURE: An Introduction to Mass Communication* (Bedford/St. Martin's, 2010).

David Croteau, William Hoynes and Stefania Milan, *Media/Society: Industries, Images, and Audiences—Fourth Edition* (SAGE Publications, 2012).

### ➤ Teaching Methods

The format of the course is a combination of lectures and controlled discussions of assigned readings.

All students are expected to read textbooks assigned and to develop appropriate discussion questions.

### ➤ Assessment Methods

❖ Attendance: 4 unexcused absences during a semester shall be denied academic credit

❖ Take Home Examination 30%

A 7-8 page long essay on the relationship between media and society.

❖ Group Presentation 20%

- Group with 3-4 colleagues
- Case Study: Media Effect vs Active Audience

- Submit PPT and Present in Week 11
- ❖ Class Presentation 10%
  - Develop discussion questions on assigned week's topic.
  - Introduce cases not included in textbooks
- ❖ Final Examination 30%
- ❖ Pop Quizzes 10%
  - No prior notification given

### ➤ Study Materials

Richard Campbell, Christopher Martin, and Bettina Fabos, MEDIA AND CULTURE: An Introduction to Mass Communication (Bedford/St. Martin's, 2010) (Hereafter MC)

Week 1. Introduction to the course

Week 2. Media vs Culture: Views on Technologies

- MC p.3- 29
- Mumford, L. "Technics and Civilization"

Week 3. Media Effects

- MC p.467-489
- McQuail, D. "The influence and effects of mass media"

Week 4. Culture Industry and Society

- Adorno, T. & Horkheimer, M. "Culture industry: Enlightenment and mass deception"

Week 5. Media, Information, and People

- Chomsky and Media
- Manufacturing Consent on YouTube  
( <http://www.youtube.com/watch?v=RO51ahW9JIE> )

Week 6. Alternative Media

- Understanding Alternative Media p. 51-62
- Shirky, C. "Here comes everybody" Chapter 3

Week 7. Take Home Examination

Week 8. Print Media and Culture

- MC p. 247-276, 313-339

Week 9. Electronic Media and Culture

- McLuhan, M. "Understanding Media" Chapters: Radio and Television

Week 10. Advertisement

- Jhally, S. "Image-Based Culture: Advertising and Popular Culture"

Week 11. The Internet

- MC p. 43-67

Week 12. Group Presentation

Week 13. Final Examination