

Media, Society, and Culture

Spring 2019 Wednesday 10:00 AM AVC

Lecturer: Tae-Sik Kim

Office Hour: Tue 1:00 – 3:00 PM & Wed 9:00 – 10:00 AM

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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. Media and Representation

Week 8. Transnational Media

Week 9. Midterm Exam

Week 10. Media and Cities

Week 11. Media and Commerce

Week 12. New Media and Culture

Week 13. Final Presentation

➤ 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 10%: **3 unexcused** absences during a semester shall be **denied academic credit (NO EXCEPTION)**
- ❖ 2 Quizzes 20%
- ❖ Midterm Examination 30%

- ❖ Class Presentation 10%
 - Develop discussion questions on assigned week's topic.
 - Introduce cases not included in textbooks

- ❖ Final Project 30%

➤ Study Materials

- Richard Campbell, Christopher Martin, and Bettina Fabos, *MEDIA AND CULTURE: An Introduction to Mass Communication* (Bedford/St. Martin's, 2010) (Hereafter MC)
- Bailey, O. G., Cammaert, B., & Carpentier, N. (2007). *Understanding alternative media*. McGraw-Hill Education (UK).

Week 1. Introduction to the course

Week 2. Media vs Culture: Views on Technologies

- MC p.3- 29
- Mumford, L. "Technics and Civilization"
- McLuhan, M. "Understanding Media"

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 Chapter 1. Four Approaches...
- Fuchs, C. (2010). Alternative media as critical media. *European journal of social theory*, 13(2), 173-192.

Week 7. Media and Representation

- Hall, S. (1997). Representation and the Media. Lecture.

Week 8. Transnational Media

- Kraidy, M. M. (2003). Glocalisation: An international communication framework?. *Journal of International Communication*, 9(2), 29-49.
- Understanding Alternative Media Chapter 4. Diasporas....

Week 10 Media and Cities

- Georgiou, M. (2011). Media and the city: Making sense of place. *International Journal of Media and Cultural Politics*, 6(3), 343-350.
- De Certeau, Michel. "Walking in the City." (1984): 91-110.

Week 11. Media and Commerce

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

Week 12. New Media and Culture

- Livingstone, Sonia (2007) From Family Television to Bedroom Culture: Young People's Media atHome, in Eoin Devereux (ed.) *Media Studies: Key Issues and Debates*, London: SagePublications, 302-321.

Week 13. Final Examination