

ZURb1603 Political Economy of Media

Spring 2020 Wed 12:00–13:40 MS Teams

Lecturer: Tae-Sik Kim

Office Hour: Wed 14:00 – 16:00 & Wed 13:00 – 14:00

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➤ Course Objectives

This course is designed to help students develop an understanding political economy of media industries in a globalized capitalist world. Students will learn the theoretical background of political economy by reading such classics as Das Capital. By reading topical book chapters, students will critically discuss the boarder context of global political economy of media. The first half of the course will cover the conventional understandings of poltical economy of media. The second half of the course will then focus on the political-economic context of media in recent days.

This course is designed...

- To understand the theory of political economy
- To comprehend the broader context of global political economy in media world.
- To critically evaluate the political economy of media industries
- To discuss their (students') own role as consumers and audiences (and producers) in media industries
- To get informed about a variety of media industries in the world that hasn't well been known.
- To develop critical thinking skills

➤ Syllabus

Week 1. Introduction

Week 2. Understanding Political Economy

Week 3. Basics: Political Economy in Media

Week 4. Culture Industry: History of Mass Culture

Week 5. Production of Culture

Week 6. Audiences and Consumers

Week 7. Globalization & Political Economy of Media

Week 8. Communication, Identity, and Hegemony

Week 9. Midterm Exam

Week 10. Final Project Session

Week 11. Political Economy of New Media **(Short Essay Due)**

Week 12. Case Study: BBC

Week 13. Group Presentation

➤ Literatures

- Adorno, T., & Horkheimer, M. (2007). *The culture industry: Enlightenment as mass deception*.
- Bourdieu, P. (1993). *The field of cultural production*. Columbia University Press.
- Fuchs, C. (2013). *Social media: A critical introduction*. Sage.
- Marx, K. (2005). *Das capital*. Volume 1. Translated by Samuel Moore and Edward Aveling. *The Marx-Engels Reader*, 439-442.
- Mills, T. (2016). *The BBC: Myth of public service*. Verso.
- Mosco, V. (1996). *The political economy of communication: Rethinking and renewal* (Vol. 13). Sage.
- Zhao, Y., & Chakravarty, P. (Eds.). (2007). *Global communications: Toward a transcultural political economy*. Rowman & Littlefield Publishers.

➤ 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: **3 unexcused absences** during a semester shall be denied academic credit 10%
- ❖ Midterm Examination 30%
TBA
- ❖ Class Presentation 10%
 - Develop discussion questions on assigned week's topic.
 - Introduce cases not included in textbooks
- ❖ Final Group Project 30% (Due: 8th of June, 2020)
 - Group with 2-3 colleagues
 - Find your topic by Week 10
 - Presentation in Week 13
- ❖ Short Essay 20% (4 Pages – Choose one topic)
 - “Labor” in Media Industries: Who are laborers? And Why?
 - The relationship between social media and “manufacturing consent”
 - Culture – Created vs Produced

➤ Readings

Week 2. Understanding Political Economy

- Marx, K. *Das Capital*, Chapter 1 and 2

Week 3. Basics: Political Economy of Media

- Mosco, *The political economy of communication*, Chapter Introduction, 1, 2.

Week 4. Culture Industry: Mass Production & Mass Consumption

- The culture industry: Enlightenment as mass deception.
- Herman, E. S., & Chomsky, N. (1988). *Manufacturing consent: A propaganda model. Manufacturing Consent*

Week 5. Production of Culture

- Bourdieu, P. (1993). *The field of cultural production* Chapter 1-2.

Week 6. Communication, Identity, and Hegemony

- Mosco, *The political economy of communication*, Chapter 9

Week 7. Media Capabilities

- Moss, G. (2018). Media, capabilities, and justification. *Media, Culture & Society*, 40(1), 94-109.

Week 8. Political Economy of New Media

- *Social Media: A Critical Introduction* Chapter 1, 6, 9

Week 9. Platform Capitalism

- Srnicek, N. (2017). *Platform Capitalism*. Verso. Pp 1-92.

Week 10. Midterm Examination

Week 11. Research Preparation (No Class)

Week 12. Case Study: BBC

- Mills, *The BBC*, Introduction, Chapter 6, and Conclusion