Urban Communication: Image, Space, and Media

Autumn 2019 Wednesday 16:00 PM AVC

Lecturer: Tae-Sik Kim, PhD

Office Hour: Wed 1:30 – 4:00 PM & Thu 10:30 – 12:00 PM

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➢ Course Objectives

This course examines communication patterns in the urban environment. A city is a typical interdisciplinary space where humans, technologies, and cultures interactively form a variety of communicative actions. Grounded in the understanding of the role of urban space as media, this course looks closely at how urban spaces represent (are represented by) everyday communications. This course covers a variety of issues in urban communication, ranging from urban branding to neoliberal exclusion in urban space. Throughout the course, students will discuss how urban spaces connect/disconnect/reconnect people. By reading a variety of research articles assigned in the course and participating in class discussions, students learn to widen their perspectives on urban space, society, and communication and to develop their own research projects focusing on communicative activities in the urban environment.

- Comprehend the role of urban space as media.
- Develop strategic ways of thinking to improve urban communicative capability.
- Review and analyze a variety of research articles on urban communication.
- Find important themes and methods of urban research.
- Lead insightful discussions.
- Develop a research project by applying sociocultural experiences.

➢ Syllabus

Week 1. Course introduction: Urban Communication: Theories and Practices

Week 2. Guest Lecture

Week 3. Communication in the City

Week 4. Theme 1. Fieldwork - Fieldwork 1. Brno's Communicative Space

Week 5. Fieldwork 2. Brno's Un-Communicative Space

Week 6. Theme 2. Urban Representation – 1) Urban Semiotics

Week 7. Individual Fieldwork: Brno as a Medium

Week 8. 2) Urban Borders

Week 9. 3) Urban Representation on Media

Week 9. Film Screening "Urbanised"

Week 10. Theme 3. Branding Cities

Week 11. 2) Branding Sustainability

Week 12: 3) Creating Story

Week 13. Class Conference

➢ Literatures

Reading Articles: See, below.

➢ Teaching Methods

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

All students are expected to read all articles assigned and to develop appropriate discussion questions. Each student **is a class leader** for an assigned week.

Fieldwork is a main method of this course. Students should develop their own fieldwork project under the instructor's supervision.

➢ Assessment Methods

Attendance (100 – 3 Unexcused Absences will lead to loss of credit)

2 Small Papers (150 x 2 = 300)

1. Position paper on Week 6&8 Seminars (Due - Midnight 5. Nov)
2. Position paper on Week 10, 11, & 12 Seminars (Due -Midnight 11. Dec)

One Class Leader Project (100)

Group Fieldwork (500, Work with 3-4 Colleagues, 1 Midterm Report, 1 Final Report)

- Mapping Brno: Create a topical map of Brno by using any location-based application such as Google Map

- Midterm Report: Topic Development

- Final Report: A research paper-style report accompanied by a visualized (interactive) map.

Total: 1000

A: 900-1000

B: 800-899

C: 700-799

D: 600-699

E: 500-599

F: -499

> ➤ Study Materials

All materials, with the exception of book chapters available in the library and articles available online, will be provided in PDF format.

Week 2. Urban Communication: Theories and Practices

Georgiou, M "Media and the city: Making sense of place" *International Journal of Media and Cultural Politics* 6.3 (2010)

Crang, Mike. 'Cyberspace as the new public domain.', in *Urban diversity : space, culture and inclusive pluralism in cities worldwide*. (2010) Baltimore, MD: Johns Hopkins University Press ; Woodrow Wilson International Center for Scholars, pp. 99-122.

Week 3. Communication in the City

M. De Certeau Walking in the City in The Practice of Everyday Life.

Makagon, Daniel, Sloths in the streets: Loitering and public life

Week 6. Theme 2. Urban Representation – 1) Urban Semiotics

Pauwels, L. (2016). Visually researching and communicating the city: a systematic assessment of methods and resources. *International journal of communication.--*, *10*, 1309-1330.

Kim, Tae-Sik. "Three faces of Chinese modernity: nationalism, globalization, and science." *Social Semiotics* 21.5 (2011): 683-697.

Papen, U. (2015). Signs in cities: the discursive production and commodification of urban spaces. *Sociolinguistic Studies, 9*(1), 1.

Week 8. 2) Symbolic Border

Howell, Ocean. "Skatepark as Neoliberal Playground Urban Governance, Recreation Space, and the Cultivation of Personal Responsibility." *Space and culture* 11.4 (2008): 475-496.

Smith, Michael Peter. "Transnational urbanism revisited." *Journal of Ethnic and Migration Studies* 31.2 (2005): 235-244.

Smith, M. P. (1992). Postmodernism, urban ethnography, and the new social space of ethnic identity. *Theory and society*, *21*(4), 493-531.

Week 9. 3) Urban Representation on Media

Sadler, W. J., & Haskins, E. V. (2005). Metonymy and the metropolis: Television show settings and the image of New York City. Journal of Communication Inquiry, 29(3), 195-216.

Greenberg, M. (2000). Branding cities: A social history of the urban lifestyle magazine. Urban affairs review, 36(2), 228-263.

Schwartz, R., & Halegoua, G. R. (2015). The spatial self: Location-based identity performance on social media. New media & society, 17(10), 1643-1660.

Week 11. Theme 1. City Branding – 1) Making a Place Attractive

Kavaratzis, Mihalis, and Gregory J. Ashworth. "City branding: an effective assertion of identity or a transitory marketing trick?." *Tijdschrift voor economische en sociale geografie* 96.5 (2005): 506-514.

Kokosalakis, Christina, et al. "Place image and urban regeneration in Liverpool." *International Journal of Consumer Studies* 30.4 (2006): 389-397.

Joo, Y. M., & Seo, B. (2017). Transformative city branding for policy change: The case of Seoul's participatory branding. *Environment and Planning C: Politics and Space*, 2399654417707526.

Week 12. 2) Urban Storytelling

Morris, B. (2010). Shibuya Un / Wrapping: Place, Media, and Punctualization. *Space and Culture* , *13* (3): 285-303.

Davis, D. (2011). Intergenerational digital storytelling: a sustainable community initiative with inner-city residents. *Visual Communication*, *10*(4), 527-540.

Makagon, D., & Gould, MR (2016). Learning the City Through Stories: Audio Documentary as Urban Communication Teachers. *International Journal of Communication* , *10* , 1263-1276