DEREE COLLEGE SYLLABUS FOR: **SO 3025 MEDIA AND SOCIETY IN THE 21st CENTURY**

(Previously SO 3125 Media and Society in the 21st Century)	**UK LEVEL: 5**
	UK CREDITS: 15
(Updated Spring 2022)	**US CREDITS: 3/0/3**

PREREQUISITES:	NONE
CATALOG DESCRIPTION:	The media in the global age: From television to the internet and the social media. Emphasis on (un)reality constructions, representation, audiences, identity issues and online communities, the public sphere, etc.
RATIONALE:	Using an interdisciplinary approach based on sociology, media and cultural studies, the course aims to provide a multi-faceted understanding of the role of global media in our post-modern society. Through the lens of theoretical works and case studies, it analyses various media issues and phenomena within the socio-cultural, political and economic context of our time. Communication is seen as the prime moving force of the media which, from television to the latest forms of interactive new media, along with their technological infrastructure, has (re)shaped identity, relationships, groups, societies and globality. The course aims to broaden its appeal to students majoring in the social sciences, humanities, business and communications studies, enhancing at the same their opportunities for graduate specialization in the media as well as their professional careers.
LEARNING OUTCOMES:	As a result of taking this course, student should be able to: 1.Demonstrate knowledge of theoretical approaches, debates and criticism in the study of media 2. Apply the theoretical perspectives and their conceptual schemes to the study of particular media phenomena 3. Explain and critically assess the role of the media (old and new) and their socio-cultural implications for transforming society at large
METHOD OFTEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➢ Classes consist of lectures, class discussions based on course readings and screenings audio-visual material and interpretive in-class (group) exercises ➢ Office hours: students are encouraged to make full use of the office hours of their lecturer, where they can address issues pertinent to the course material. ➢ Use of a blackboard site, where instructors post lecture ppts, online assignments, assignment instructions, timely announcements, as well as additional resources.
ASSESSMENT:	Summative:

First Assessment: Portfolio (two essays (1,200 words each +/-10%)	**40**

	Final Assessment: Research paper (2,500 words +/-10%)) based on a critical, evaluative presentation and analysis of a specific media phenomenon	**60**

Formative:

Critical/interpretive in-class-exercises and online assignments	**0**

The Formative assignments aim to prepare students for the exam and testLearning outcomes 1,2, 3.

The first assessment (portfolio of essays) tests Learning outcomes 1,2

The final assessment (research paper) tests Learning Outcomes 1,2,3

Students are required to resit failed assessments in this module.

INDICATIVE READING:	**Required material:** Hodkinson, P. (2017) *Media, Culture and Society*: *An Introduction*, London: Sage.

Additional readings (book chapters and journal articles) will be assigned from the following indicative list of readings

Baym, N. K. (2015) *Personal Connections in the Digital Age* (2nd ed). Malden, MA: Polity Press.

Bivens, R. (2014) *Digital Currents: How Technology and the Public are Shaping TV News*, Toronto: University of Toronto Press.

Burgess, J. Marwick, A. and Poel, T. eds (2018) *The SAGE Handbook of Social Media,* London: Sage.

Creeber, G. and Martin, R. eds (2009) *Digital Cultures: Understanding New Media*, Maldenhead, EUK: McGrow Hill (ch.1, 2, 7).

Couldry, N. and Curran, J. eds (2003) Contesting *Media Power: Alternative Media in a Networked World*, Rowman& Littlefield. (ch.2,3,14)

Dayan, D. & Katz, E. (1992) "*Media Events*: *The Live Broadcasting of History*, Cambridge, MA: Harvard University Press.

Durham, M. G. and Kellner, D. eds (2009) *Media and Cultural Studies: Keyworks,* Oxford: Wiley-Blackwell

Grossberg, L. Wartella, E.Whitney, D, C. and Wise, M. J (2006) *Media Making: Mass Media in a Popular Culture*, Thousand Oaks: Sage.

Gorman, L. and McLean, D. (2009) *Media and Society into the 21st Century: A Historical Introduction* (2nded), Oxford: Wiley-Blackwell

Christian Fuchs. 2021. *Social Media: A Critical Introduction (3rd ed)*. London: Sage.

Jensen, J. (1990) "*Redeeming Modernity: Contradictions in Media Criticism,* London: Sage*.*

Lindner, A. M. and Barnard, S. R. (2020) All Media Are Social Sociological Perspectives on Mass Media, NY: Routledge.

Lievrouw, L. (2011) *Alternative and Activist New Media,* Cambridge: Polity.

Long, P. and Wall, T. (2009) *Media Studies: Texts, Production and Context*, Essex, UK: Pearson**.**

Marshall, D. (2006) *The Celebrity Culture Reader*, Routledge.

Marwick, Alice E. 2013. *Status Update: Celebrity, Publicity, and Branding in the Social Media Age,* New Haven, CT: Yale University Press.

McNair, B. (1998) The *Sociology of Journalism*, London: Arnold.

O' Shaugnessey, M. &Stadler, J. (2012), *Media and Society* (5thed) Oxford: Oxford University Press.

Strinati, D. (2000) "TV Audiences" in *An Introduction to Studying Popular Culture, London*: Routledge.

Strinati, Dominic. (1995) "The Frankfurt School and the Culture Industry", *An Introduction to Theories of Popular Culture,* London: Routledge.

Thornham, S. and Bassett and Marris P. eds (2009) *Media Studies: A Reader,* 3rd ed. Edinburgh: Edinburgh University Press.

Tumber, H. ed. (1999) News*: A Reader*, Oxford: Oxford University Press.

Recommended Material:
Andrejevic, M. (2004*) Reality TV: The Work of Being Watched*, Oxford: Rowman& Littlefield.

Bailey, O. Cammaerts, B. and Carpentier.N. (2008) *Understanding Alternative Media,* Maidenhead, UK: Open University Press.

Boyd, D. (2014) *Its Complicated: The Social Lives of Networked Teens,* New Haven: Yale University Press.

Burgess, J. and Green, J. (2009) *YouTube: Digital Media and Society Series,* Cambridge: Polity.

Castells, M. (2003). *The Internet Galaxy: Reflections on the Internet, Business, and Society.* Oxford: Oxford University Press.

Duffy, B. E and Turow, J. eds (2009) *Key Readings in Media Today: Mass Communication in Contexts. L*ondon: Routledge,

Gillmor, D. (2004). *We the Media: Grassroots Journalism by the People, for the People.* Farnham: O'Reilly. (Also available at http://www.oreilly.com/catalog/wemedia/book/)

Floridi, L. (2014) *The Fourth Revolution: How the Infosphere is Reshaping Human Reality*, Oxford: Oxford University Press.

Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide.* New York, NY: New York University Press.

Jong, W. Shaw, M.and Stammers, N. (2005) *Global Activism and Global Media*, London: Pluto Press. (esp. chapters 1, 2)

King, E. (2010*) Free for All: The Internet's Transformation of Journalism*, Evanston, IL: Northwestern University Press.

Meenanski G. D. And Kellner, D.M. (2006) *Media and Cultural Studies*: Keyworks.

Mitroff, I, I, and Bennis, W. (1989) *The Unreality Industry: The Deliberate Manufacturing of Falsehood and What it is Doing to our Lives,* Oxford: Oxford University

Stevenson, N. (1995) *Understanding Media Cultures: Social Theory and Mass Communication*, London: Sage.

Van de Donk., Loader, B. Nixon, P.G. & Rucht, D. (2004*) Cyberprotest: New Media, Citizens and Social Movements*, London: Routledge

Peter, J. D. and Simonson, P. ed. (2004) *Mass Communication and American Social Thought: Key Texts 1919-1968,* Lanham: Rowman& Littlefield

Postman, N. (1985) *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*, NY: Penguin.

Rainie, L. & Wellman, B. (2012*) Networked: The New Social Operating System,* Boston: MIT Press.

Redmond, S. and Holmes, S. eds (2007) *Stardom and Celebrity: A Reader*, London: Sage**.**

Richardson, N &Wearing, S. (2014) *Gender in the Media*, London: Palgrave Macmillan (part 2)

Sujon, Z. (2021) *The Social Media Age*, London: Sage.

Turkel, S. (1999) L*ife on Screen: Identity in the Age of the Internet*, NY: Simon & Schuster

INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	**REQUIRED MATERIAL:** Ppts and specific videos, articles and posted on BB each time **RECOMMENDED MATERIAL:** videos, articles, reports other media-related material posted on BB each time

COMMUNICATION REQUIREMENTS:	Verbal skills using academic / professional English.
SOFTWARE REQUIREMENTS:	Word
WWW RESOURCES:	www.theory.org.uk www.uiowa.edu/journalism www.uiowa.edu/~commstud/resources www.sociologyarena.comhttp://www.youtube.com/watch?v=SPuV1Pv DlqE&fmt=22&feature=channel_page http://www.mitpressjournals.org/toc/dmal/-/2 http://oreilly.com/catalog/9780596007331 http://hevra.haifa.ac.il/~soc/lecturers/talmud/files/547.htm **Useful specialized journals:** *Media, Culture and Society https://journals.sagepub.com/home/mcs* *New Media and Society https://journals.sagepub.com/home/nms* *The Journal of Social Media in Society* https://www.thejsms.org/index.php/JSMS *Global Media* http://lass.calumet.purdue.edu/cca/gmj/ *Television and New Media http://tvn.sagepub.com/*

INDICATIVE CONTENT:	1.*Media, Culture and Society*
	 -The role of media: shaping, mirroring, representing?
	
	2.*Historical Background*
	From the 19th century mass society to the digital age; from the local to the global network society
	
	3. *Elements of the Media*
	   -Media Technologies; media industry; media content; media users
	
	4. *Studying Media Content*
	    -Semiology, narrative, genre, discourse and content analyses
	
	5. *Studying Media Users***:**
	   - US empirical research: effects, uses and gratifications; cultural
	     studies dominant and oppositional readings; audiences as
	     cultural producers; ethnographies of audiences, fans, users
	
	6. *Media as a Form of Ideology*
	   -The Marxist approach and the Frankfurt School
	   -Political economy and ideology: Manufacturing consent.
	   - Cultural Imperialism
	   -Political economic and cultural approaches
	
	7. *News Media and the Construction of News*
	    -The news selection process; biases; infotainment and
	     Depoliticization; online news
	
	8. *The Decline of the National Public: Digitalization,*
	    Commercialization, Fragmentation
	       -Media and the nation as an imagined community (e.g., Media
	        Events); the decline of the public sphere; a new digital public

sphere? (The role of social media and the case of Twitter)

9. ***Saturation, fluidity and Identity***
   -Info-overload and loss of meaning; media and reality (from truth to ideology to simulacra- celebrity culture as hyperreal)
   -Identity, fragmentation and fluidity
   - Online identities – (Case study: The presentation of self in social networking sites)

10. ***Media Community and Difference***
    - homogenization and atomization; individualization and de-differentiation; stigmatizing difference
    -Local, niche media; participatory media; online communities

11. ***Media, Race, Ethnicity and Diaspora***
    -racism, exclusion, representation; hybridity, diaspora and transnationalism; online diasporas

12. ***Media Communities: Subcultures, Fans and Identity groups***
    -Media vs. community; youth subcultures resisting mass culture
    - Community, niche and digital media, fanzins; virtual communities

Different case studies will be used every time to highlight the topics analyzed