

DEREE COLLEGE SYLLABUS FOR:	
SO 3125 MEDIA AND SOCIETY IN THE 21st CENTURY UK LEVEL: 5	
(Updated Fall 2015) UK CREDITS: 15 US CREDITS: 3/0/3	
PREREQUISITES:	SO 1000 LE Introduction to Sociology or SO 1001 LE Sociology of Modern Life
CATALOG DESCRIPTION:	The media in the global age: From television (i.e. news, media events, reality shows) to the internet (i.e. facebook, Wikipedia, blogs). Emphasis on popular culture, (un)reality constructions, audiences, celebrity industry, media power, the rise of a global public sphere. Media criticism, from mass society theories and the Frankfurt School to Postman, Baudrillard, and others to recent theorizing on newmedia and convergence culture.
RATIONALE:	Using an interdisciplinary approach based on sociology, media and cultural studies, this basic level module, aims to provide a multi-faceted understanding of the role of global media in our post-modern society. Focusing on the presentation and analysis of relevant to the “media and society” dialectic phenomena, it intends to analyse them through the lenses of empirical and theoretical works within the socio-cultural 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 time 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: <ol style="list-style-type: none"> 1. Demonstrate knowledge of theoretical approaches and criticism in the study of the media 2. Show a solid understanding of key media debates 3. Apply the theoretical perspectives and their conceptual schemes to the study of particular media phenomena 4. Explain and critically assess the role of the media (old and new) and the their socio-cultural implications for transforming society at large
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> ➤ Classes consist of lectures, class discussions based on course readings and screenings audio-visual material ➤ 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. .

	<p>➤ Use of a blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</p>								
ASSESSMENT:	<p>Summative:</p> <table border="1"> <tr> <td>Portfolio (two essays 1,200 words each)</td><td>50%</td></tr> <tr> <td>Final seen examination (2-hour, comprehensive) -</td><td>50%</td></tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>Mock exam</td><td>0</td></tr> <tr> <td>Critical/interpretive in-class-exercises</td><td>0</td></tr> </table> <p>The Formative assignments aim to prepare students for the exam and test Learning outcomes 2, 3.</p> <p>The portfolio tests Learning outcomes 2,3</p> <p>The final seen examination tests Learning outcomes 1,2,3,4</p>	Portfolio (two essays 1,200 words each)	50%	Final seen examination (2-hour, comprehensive) -	50%	Mock exam	0	Critical/interpretive in-class-exercises	0
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Final seen examination (2-hour, comprehensive) -	50%								
Mock exam	0								
Critical/interpretive in-class-exercises	0								
INDICATIVE READING:	<p>Required material:</p> <p>On Reserve Status in the JSB Library or in electronic form: Book chapter assignments and journal articles</p> <p>Bivens, R. (2014) <i>Digital Currents: How Technology and the Public are Shaping TV News</i>, Toronto: University of Toronto Press.</p> <p>Creeber, G. and Martin, R. eds (2009) <i>Digital Cultures: Understanding New Media</i>, Maldenhead, EUK: McGraw Hill (ch.1, 2, 7).</p> <p>Couldry, N. and Curran, J. eds (2003) <i>Contesting Media Power: Alternative Media in a Networked World</i>, Rowman & Littlefield. (ch.2,3,14)</p> <p>Dayan, D. & Katz, E. (1992) “Why Study Media Events” in <i>Media Events: The Live Broadcasting of History</i>, Cambridge, MA: Harvard University Press.</p> <p>Durham, M. G. and Kellner, D. eds (2009) <i>Media and Cultural Studies: Keywords</i>, Oxford: Wiley-Blackwell</p> <p>Grossberg, L. Wartella, E. Whitney, D, C. and Wise, M. J (2006) <i>Media Making: Mass Media in a Popular Culture</i>, Thousand Oaks: Sage.</p> <p>Gans, H. (1999) <i>Popular Culture and High Culture: An Analysis and Evaluation of Taste</i>, Ny: Basic Books</p> <p>Gorman, L. and McLean, D. (2009) <i>Media and Society into the 21st Century: A Historical Introduction</i> (2nded), Oxford: Wiley-Blackwell</p>								

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

Hodkinson, P. (2011) *Media, Culture and Society: An Introduction*, London: Sage.

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

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.

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.

Turner,G. (2012) *Understanding Celebrity*, Los Angeles: Sage.

Recommended Material:

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

Atton, C. (2002) *Alternative Media*, London: Sage.

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*. London: Routledge,

Gauntlett, D. and Horsley, R. (eds) (2004). *Web.Studies*. 2nd ed. London: Arnold. Also available at <http://www.newmediastudies.com/intro2004.htm>

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/>)

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

Waltz, Mitzi (2005) *Alternative and Activist Media*, Edinburgh University Press.

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.

	<p>Richardson, N & Wearing, S. (2014) <i>Gender in the Media</i>, London: Palgrave Macmillan (part 2)</p> <p>Turkel, S. (1999) <i>Life on Screen : Identity in the Age of the Internet</i>, NY: Simon & Schuster</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL: Ppts and specific videos, articles and posted on BB each time</p> <p>RECOMMENDED MATERIAL: videos, articles, reports other media-related material posted on BB each time</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Verbal skills using academic / professional English.</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Word</p>
<p>WWW RESOURCES:</p>	<p> www.theory.org.uk www.uiowa.edu/journalism www.uiowa.edu/~commstud/resources www.sociologyarena.comhttp://www.youtube.com/watch?v=SPuV1PvDlqE&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 </p> <p>Useful specialized journals include:</p> <p><i>Media, Culture and Society</i> http://mcs.sagepub.com/</p> <p><i>Global Media</i> http://lass.calumet.purdue.edu/cca/gmj/</p> <p><i>Television and New Media</i> http://tvn.sagepub.com/</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> Media in Contemporary society: from 19th century mass society to post-modern society and interactive culture Info-society – Network Society (Lyon-Castells) Television analysis <ol style="list-style-type: none"> representations and stereotyping “media events”: the live broadcasting of “ history” the social production of news (selection, production) professional culture: journalism and the critique of objectivity Media criticisms : <ol style="list-style-type: none"> MacDonald, Boortsin, Ewen, Postman The Frankfurt School’s critique of culture industry Manufacturing (Un)realities

	<ul style="list-style-type: none"> a. The social construction of (un) reality b. Reality TV c. The culture of unreality (visual culture - hyperreality – virtual reality) d. Consumer culture and advertising: from products to brands e. Celebrity culture <p>6. Media Users</p> <ul style="list-style-type: none"> a. Audience Research (effects, uses, audience reception and power) <ul style="list-style-type: none"> b. High and popular culture and their “taste audiences” c. Media Communities and identity: Subcultures, fans, online-virtual communities <p>7. Media in the global age</p> <ul style="list-style-type: none"> a. New Media (social media, facebook, Google, Wikipedia, blogs) <ul style="list-style-type: none"> a. The rise of a convergence culture b. Media Power : from mainstream to newmedia c. The rise of a new public sphere? d. Alternative Media: Activism and new forms of cyberprotest