



Course Schedule SOC 255 Block 1, 2014
Class Meeting Times Vary. Check the Schedule Below
I reserve the right to alter the schedule as necessary.
REVISED!!!!!!

WEEK 1 MEDIA & DEMOCRACY

Day 1 Monday 9/1 9-10:30 Introduction
1-3PM Media and the Social World (~30)

Questions: Does the media reflect the social world or does the social world reflect media portrayals? Do the media tell us what to think? What room is there for individual or collective interpretation of media representations? How do other institutions influence the media and vice versa?

- ☆ Croteau & Hoynes, "Media and the Social World" (30)
- ☆ Stelter, B. "Following the Script: Obama, McCain and 'The West Wing'" (3)

VIDEO: *The West Wing*

Day 2 Tuesday 9/2 9:30-11AM Cole Library 108 & 12:30-3PM

Organization of Media: Ownership & Regulation (~65)

Questions: How is the media organized? Who owns the media? How concentrated have media corporations become? Does this really matter? How do government regulations effect media ownership?

- ☆ Horkheimer and Adorno, "The Culture Industry: Enlightenment as Mass Deception" (7)
- ☆ Croteau & Hoynes, "The Economics of the Media Industry" (Pp 32-61) and "The Public Interest and the Regulation Debate" (Pp 72-83)
- ☆ Gattuso, J. "The Myth of Media Concentration" (2)
- ☆ Schwartzman, et al, "The Legal Case For Diversity in Broadcast Ownership" (13)
- ☆ Gamson, J and Latteier, P. "Do Media Monsters Devour Diversity?" (6)
- ☆ Check out the charts and various info at: <http://www.freepress.net/ownership/chart>

VIDEO: *Rich Media/Poor Democracy Part I*

Day 3 Wednesday 9/3 12:30-3PM Media Production: News & Objectivity (70)

Questions: What IS the news, anyway? What gets covered? What is not covered? What picture of our world do we get from the news? What is bias? How is the collection of the news organized?

- ☆ Postman, "What is News" (16)
- ☆ Erion, "Amusing Ourselves to Death with Television News" (9)
- ☆ Tuchman, "News as Reproduction of the Status Quo" (6)
- ☆ Goodman, "Lies of Our Times" (11)
- ☆ Schudson, "Media Bias" (30)

VIDEO: *Rich Media/Poor Democracy Part II*

Day 4 Thursday 9/4 9-11AM Cole Library 310 News: Ethics, Sources, & Objectivity (58)

Questions: What are the roles of journalists? What are their duties to the citizenry? How do journalists view their work? What is objective reporting? Can there really be such a thing? How do we decide what to "trust"?

- ☆ Cunningham, "Rethinking Objectivity" (14)
- ☆ Signal, L. "Sources Make the News" (28)
- ☆ Hart, P "Media Bias: How To Spot It – And How To Fight It" (14)
- ☆ American Newspaper Guild, "Code of Ethics" & "Integrity of the Press" (2)

1-3 Guest Speakers: Rob Dillard, Interim News Director &
Katherine Perkins, Executive Producer of Talk Shows, Iowa Public Radio

Day 5 Friday 9/5 9-Noon Cole Library 108 Tweeting the News, Reviving Democracy? (~40)
Questions: How can the news industry be reformed? How has social media changed the way news is reported? What role can citizens play in critiquing the news? What alternatives are there for contemporary news?

- ☆ Murthy, "Twitter and Journalism" (18)
- ☆ O'Connor, "Twitter: News No Longer Breaks, It Tweets" (20)
- ☆ Pew Foundation: "Twitter News Users: Young, Mobile and Educated" (2)
- ☆ Visit Project Censored list of Top 25 Censored Stories of 2013 at <http://www.projectcensored.org/category/top-25-of-2013>
- ☆ Link is at the bottom; look over the stories for patterns. You need not read all the stories.

VIDEO: *Project Censored*

NEWS ESSAY DUE SATURDAY 9/6 AT NOON VIA MOODLE

WEEK 2 MEDIA CONTENT : KNOWLEDGE AND IDEOLOGY

Day 6 Monday 9/8 9-11AM Copyright & Intellectual Property (60)

Questions: What is copyright laws? Why is it problematic? What reforms are necessary to better protect creators?

- ☆ Sohn, "Copyright Reform: The Next Battle for the Media Reform Movement" (12)
- ☆ Grazian, "A Reflection Theory of Culture" (5)
- ☆ Croteau & Hoynes, section on regulations Pp 83-92
- ☆ Taylor, "The Double Anchor" from *The People's Platform* (36)

VIDEO: *Copyright Criminals*

1-2PM

Collective Commons, Copyright, and Classroom Use

Brooke Bergantzel, Instructional Technology Librarian

Extra Credit Event: Abortion in Film, Jorie Slodki, Guest Speaker
6:30 PM Hall-Perrine

Day 7 Tuesday 9/9 9-11AM Cole Library 108 & 1-3PM Media Content: Advertising as Case Study (60)

Questions: How do media industries influence content? What role does advertising play in the media? What kinds of messages do advertisements send about "normalcy"? How are race, class, gender, sexuality constructed in advertisements?

- ☆ Croteau & Hoynes, "Advertising & Consumer Culture" Pp 178-185
- ☆ Walters, S. "Visual Pressures- On Gender and Looking" (16)
- ☆ "Jhally, S. "Image-Based Culture" (9)
- ☆ Steinem, G. "Sex, Lies, and Advertising" (7)
- ☆ Katz, J. "Advertising and the Construction of Violent White Masculinity" (11)
- ☆ Sender, K. "Selling Sexual Subjectivities" (8)
 - Bring Magazines to afternoon class.

VIDEO: *Codes of Gender*

Day 8 Wednesday 9/10 Noon-3 PM Ideology The Case of Disney (65)

Questions: What is the connection between media and ideology? What are representations? How do media representations reflect or shape the social world? How does Disney, as a media giant, shape the social world? How is Disney influenced by society? What messages does Disney send and how?

- ☆ Croteau & Hoynes "Media and Ideology" Pp 152-162
- ☆ Giroux and Pollock "Introduction" and "Disney and the Politics of Popular Culture" (55)

VIDEO: *Mickey Mouse Monopoly*

Day 9 Thursday 9/11 NOON-3 Representations of Gender and Sexuality (60)

Questions: How do media represent gender? Sexuality? Does this change over time, by media genre? Do media reinforce or challenge gender stereotypes? Heteronormativity?

- ☆ Martin and Kazyak “Hetero-Romantic Love & Heterosexiness in Children's G-Rated Films” (22)
- ☆ England, Des-Cartes & Collier-Meek, “Gender Role Portrayal and the Disney Princesses” (14)
- ☆ Charania & Simonds, “The Princess and the Frog” (4)
- ☆ Stover, “Damsels & Heroines: The Conundrum of Post-Feminist Princesses” (8)
- ☆ Putnam, “Mean Ladies: Transgendered Villains in Disney Films” (12)

VIDEO: *The Princess and the Frog*

Day 10 Friday 9/12 NO CLASS

ESSAY EXAM DUE SATURDAY 9/13 AT NOON VIA MOODLE

WEEK 3 MEDIA CONTENT AND ACTIVE AUDIENCES

Day 11 Monday 9/15 9-10:30AM Project Scripting and Storyboarding

Cole 108

Guest Speakers: Laura Farmer, Writing Studio Director
Brooke Bergantzel, Instructional Technology Librarian

12:30-3 PM Race Representations (~60)

Questions: How do media represent race? Gender? Does this change over time, by media genre? Do media such as television, magazines, and music reinforce or challenge racial / gender stereotypes? What is the matrix of domination?

- ☆ Race Forward, “How the Media Covers Race” (35)
- ☆ Deo, et al, “Missing in Action: ‘Framing’ Race on Prime-Time Television” (15)
- ☆ Turner, “Blackness, Bayous, & Gumbo: Encoding and Decoding Race in a Colorblind World” (11)

VIDEOS: *You Mean There's Race in My Movie; Latinos Beyond Reel*

Day 12 Tuesday 9/16 12:30-3PM Representations of Class (53)

Questions: How is social class constructed in the mainstream media? What stereotypes are reinforced? Does this change over time, by media genre? How is social class complicated by race, gender, and sexuality?

- ☆ Croteau & Hoynes “Class and the Media” Pp 209-217 (8)
- ☆ Benschhoff, “Cinematic Class Struggle after the Great Depression”
- ☆ Kendall, “Framing Class, Vicarious Living, and Conspicuous Consumption” (10)
- ☆ Lee & Moscovitz, “The ‘Rich Bitch’: Class and Gender on the Real Housewives of New York City” (11) **or** “Kirby, “Cowboys of the High Seas: Representations of Working-Class Masculinity on Deadliest Catch” (10)

VIDEO: *Class Dismissed*

Media Representation Proposals Due at the beginning of class (hard copy).

Day 13 Wednesday 9/17 Media Project Day

9-10:30

**Video Work shop with Brook Bergantzel
Academic Media Studio**

Afternoon

Media Viewing, Conferences, College Hall 211

Day 14 Thursday 9/18 12:30-3 PM Active Audiences: Viewer Constructed Meaning (~45)
Questions: How do audiences make sense of the media they consume? Are audiences cultural dupes or is their room for resistance to intended meanings? How do audiences identify with characters?
☆ Croteau & Hoynes, "Active Audiences & the Construction of Meaning" (Pp 260-272, 282-293)
☆ Shively, "Cowboys & Indians: Perceptions of Western Films Among American Indians & Anglos"
☆ Radway, "Women Read the Romance: The Interaction of Text and Context" (12)

Day 15 Friday 9/19 9-11:30 AM Cole 310 Active Audiences: Fandom (55)
☆ Erzen, "Thinking Sociologically About *Twilight*" (4)
☆ Jenkins, "Why Heather Can Write" (35)
☆ Lopez, "Fan Activists and the Politics of Race in *The Last Airbender*" (14)

WEEK 4: MEDIA CONNECTIONS

Day 16 Monday 9/22 1-3 Social Media: Connecting or Disconnecting? (36)
☆ Yang et al, "From Facebook to Cell Calls: Layers of Electronic Intimacy in College Students' Interpersonal Relationships" (18)
☆ Marche, "Is Facebook Making Us Lonely" (18)

VIDEOS: Two TED Talks on Internet and Personal Relationships

**Day 17 Tuesday 9/23 Media Project Day- Conferences
Media Videos Due 4 PM**

**Day 18 Wednesday 9/24 10:30-??? Media Extravaganza
Video Project Presentations on the OC with SOC 101 and ENG 202
Reflection Essays Due @ 5 PM**

