

INTRODUCTION TO MEDIA & CULTURAL STUDIES— MCS 001



Welcome to the class—it's great to have you here. This is the gateway course for everyone wishing to become a major in Media & Cultural Studies. We stand at a moment of exciting change. Media culture has been a defining aspect of US and global life over the last six decades. Now the older media are said to be losing their centrality, as a result of audiences and profit margins being fractured through the internet. To interrogate this environment,

we'll harness the tools of media and cultural studies both to comprehend the past and present and imagine the future.



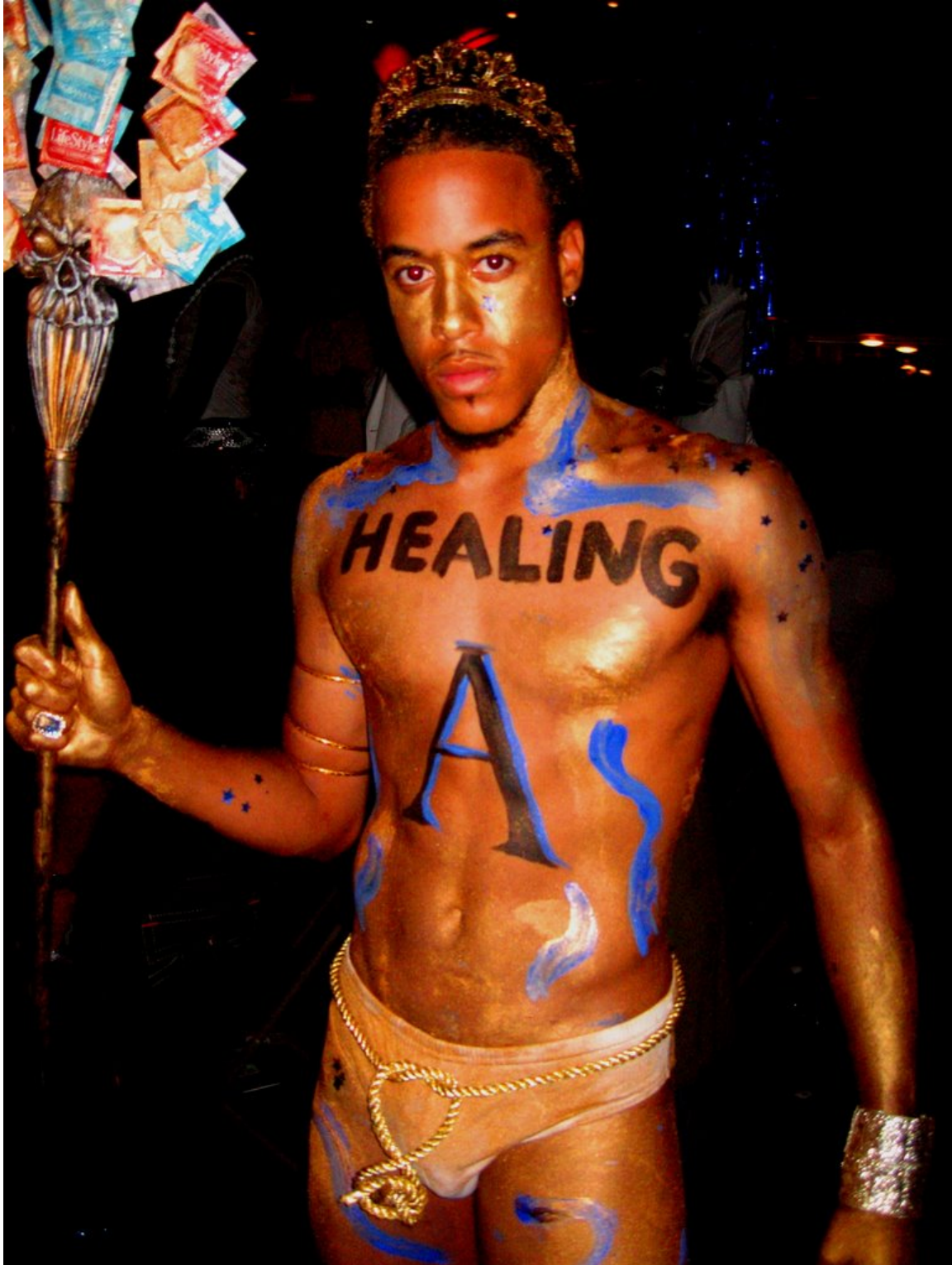
Combining theoretical work and applied study, the course is designed for undergraduate students interested in our department's work and prepared to draw on social and political theory, cultural studies, textual analysis, ethnography, psychology, political economy, and cultural policy studies. We'll be addressing such key questions as: the role of the state, media effects, and ideology. Throughout, we'll consider the intersection of the social sciences and the humanities, asking questions in particular about the interrelationship of textual analysis, audience evaluation, and

ethnography.



The class will meet as a whole group on Mondays and Wednesdays. **Lectures** will be from 640-800 pm in SPR 1102. **Sections** are on Mondays in INTS 11121: Section 21 from 910-10 am; Section 22 from 1110 am-12 pm; and Section 23 from 1210-1 pm. SECTIONS ARE COMPULSORY. IF YOU MISS MORE THAN THREE, YOU WILL BE DOCKED 20% OF YOUR GRADE. Your teachers will be: Toby Miller <tobym@ucr.edu> and Sara Green <sgree003@ucr.edu>. Toby's office hours are from Mondays between 130 and 330 pm in INTS 3136. Sara, the TA, will have consultation hours on Wednesdays between 9 and 12 pm in INTS 3108.

Please do not use cell phones, MP3 players, or listening devices such as headphones or ear buds in class at any time, including the quiz. If you do so, we'll ask you to leave.



Textbook

A Companion to Cultural Studies. Ed. Toby Miller. Malden: Blackwell, 2006. THE READINGS EACH WEEK ARE FROM THIS VOLUME. **HANG ONTO THE BOOK. YOU MAY FIND IT USEFUL FOR SEVERAL OTHER CLASSES IN THE MEDIA & CULTURAL STUDIES MAJOR.**

Podcast

<http://web.me.com/tobymiller69/CulturalStudiespodcast/Welcome.html>

We'll be using the culturalstudies podcast extensively. Unique web addresses are provided below. You can also gain access to each episode, including others that may interest you in addition to those required by the course, by subscribing to the feed at <http://itunes.apple.com/podcast/culturalstudies/id385240141>

Schedule

WEEK ONE March 28 and 30

TOPICS: WHAT IS CULTURAL STUDIES? WHAT IS MEDIA STUDIES?

READING: Chapters 1 and 11

PODCASTS:

<http://culturalstudies.podbean.com/2010/07/30/tobymillers-culturalstudies1/>

<http://culturalstudies.podbean.com/2011/03/06/a-conversation-with-alexandra-juhasz-about-youtube-activism-and-art/>

WEEK TWO April 4 and 6

TOPIC: TRADITIONS OF MEDIA & CULTURAL STUDIES

READING: Chapters 12, 13, and 14

PODCAST: <http://culturalstudies.podbean.com/2011/03/05/a-conversation-with-stephen-muecke-about-indigenous-and-postcolonial-cultural-studies/>

<http://culturalstudies.podbean.com/2011/03/05/a-conversation-with-anne-b-kelly-about-femalepersuasionnet/>

WEEK THREE April 11 and 13

TOPIC: CULTURAL POLICY AND CREATIVE INDUSTRIES

READING: Chapters 21, 22, and 23

PODCASTS: <http://culturalstudies.podbean.com/2010/09/17/a-conversation-with-kate-oakley/>

<http://culturalstudies.podbean.com/2011/03/05/a-conversation-with-stuart-cunningham-about-the-creative-industries/>

WEEK FOUR April 18 and 20

TOPIC: YOUTH CULTURE AND ELECTRONIC GAMES

READING: Chapter 18

WEEK FIVE April 25

TOPIC: IDEOLOGY AND CONSUMPTION

READING: Chapter 26

PODCASTS:

<http://culturalstudies.podbean.com/2010/08/03/conversation-with-doug-kellner/>

<http://culturalstudies.podbean.com/2010/08/06/sarah-banet-weiser/>

<http://culturalstudies.podbean.com/2011/03/25/a-conversation-with-artist-and-adman-rick-robinson/>

SCREENING: *FURTHER OFF THE STRAIGHT AND NARROW; THREE JOURNEYS*

N.B. I have a UC event I must attend on April 27. The screening will take place at the usual lecture time and location on that day.

WEEK SIX May 2 and 4

TOPIC: SPORT

READING: Chapters 20 and 29

PODCAST: <http://culturalstudies.podbean.com/2010/12/13/a-conversation-with-jim-mckay/>

WEEK SEVEN May 9 and 11

TOPIC: ENVIRONMENT

READING: Greencitizenship.blogspot.com and Chapter 6

SCREENING: *THE STORY OF STUFF; THE STORY OF ELECTRONICS*

PODCAST: <http://culturalstudies.podbean.com/2011/03/08/a-conversation-with-jody-berland-on-canada-cultural-studies-and-the-environment/>

WEEK EIGHT May 16 and 18

TOPIC: POLITICAL ECONOMY AND GLOBALIZATION

READING: Chapters 7 and 28

WEEK NINE May 23 and 25

TOPIC: THE NEW INTERNATIONAL DIVISION OF CULTURE LABOR AND GLOBAL HOLLYWOOD 2010

N.B. Lectures will not happen this week, as I shall giving a keynote in Brazil. In lieu of the lectures, please watch my talk with the above title in your own time. It is available at <<http://tobymiller.org/interviewstalks.html>>.

WEEK TEN May 30 and June 1

REVISION AND QUIZ



Assessment

YOU MUST COMPLETE EVERY ITEM OF THE ASSESSMENT PROFILE OR YOU WILL FAIL THE COURSE. And as we said earlier, SECTIONS ARE COMPULSORY. IF YOU MISS MORE THAN THREE, YOU WILL BE DOCKED 20% OF YOUR GRADE. In addition, if we find you have plagiarized, for instance by purchasing, borrowing, or otherwise copying someone else's work without attribution, then submitted it as your own, you will fail the course.

INCOMPLETES JEOPARDIZE YOUR FUNDING, STATURE, DEGREE QUALITY, AND EFFICIENCY. IF YOU ARE HAVING TROUBLE MEETING DEADLINES, SPEAK TO US AS SOON AS POSSIBLE. ASSUME, FOR EXAMPLE, THAT THE ESSAY IS DUE A WEEK EARLY AND PLAN ACCORDINGLY—THAT WAY ALL WILL BE SWEET, EVEN

IF A NEUROTIC CAT EATS YOUR WORK AT WHAT APPEARS TO BE THE LAST MINUTE, OR YOUR HARD DRIVE IS OCCUPIED BY FORCES BEYOND OUR KEN. AND DON'T PLAN HOLIDAYS OR ANY OTHER COMMITMENT THAT WILL CONFLICT WITH THE QUIZ OR ANY OTHER PART OF THE COURSE!

In addition to scores given for attendance at lectures and participation in sections (30%), there is a quiz on June 1 in class (30%) and a 2,000-word essay due on May 20 at 1159pm in electronic form via iLearn, copied to Sara's email address (40%).

a) Beginning in week 3, attendance and some multiple-choice quizzes will be taken in each lectures through week 9 via the use of electronic clickers. Clickers can be purchased at the bookstore. The same clicker can be used throughout a student's time at UCR, but it must be registered EACH QUARTER. You can do so at <http://clickers.ucr.edu/clicker/login>. It is your responsibility to bring a clicker to every class and ensure that it is registering with the system. Check in advance of class that the batteries work.

b) You must attend lectures and read, watch, or listen to the prescribed materials (screenings will be viewable during lecture time; podcasts you must listen to as preparation). You will be quizzed on this content—both lectures and set texts—at the end of the quarter, during Week Ten, in class during the last regular lecture slot, via short-essay questions. **The quiz will be worth 30% of your assessment.** You may **not** use a computer during the quiz, but you may bring in the textbook and written notes, and you **must** write your answers in Blue Books, which you should bring with you.

c) You must write a research paper, due on May 20 at 1159pm in electronic form via iLearn, copied to Sara's email address. You should choose **ONE** of the following topics:

- (a) ‘Sports in the United States are male-dominated and exploit young athletes’ bodies, leaving most of them uneducated, injured, and impoverished.’ Discuss.
- (b) ‘The media are the greatest boon to open communication and democracy in US history.’ Discuss.
- (c) In which ways do the media contribute to our understanding of environmental risks? How would you evaluate this contribution given the media’s own environmental risks?

In order to answer the question you choose, you’ll need to use both the sources you have consulted for other forms of assessment and additional references from GoogleScholar, the Web of Science, Lexis-Nexis, relevant books and journals, blogs, web sites, and the media themselves. **The paper will be 2000 words in length (please don’t ask how many pages that is—it depends on the font you use, amongst other factors of your choice!). You can go 150 words over or under that length. The word count will include references**, for which there is no specified minimum or maximum. When citing these sources, you should follow the referencing norms of either the American Psychological Association <apastyle.org>, the Modern Language Association <mla.org/style>, or the *Chicago Manual of Style* <chicagomanualofstyle.org/home.html>. You can find full versions of these guides in the Library. Sources like Wikipedia, other on-line sites, and lectures that are not published through academic locations are useful starting points for your research, but should not be considered as fully-validated and –endorsed research information. Don’t cite them—instead, cite scholarly books and journals. If you use a Wikipedia entry to start your research, make sure you visit all the necessary links about its subject matter. The very nature of Wikipedia renders it a helpful resource but not an end point in your work. Your first port of call should be the textbooks and the sources that they recommend, in addition to the

list of journals below. **This essay will be worth 40% of your assessment.**



RELEVANT SCHOLARLY JOURNALS

International Journal of Cultural Policy, Entertainment Law Review, Transnational Television Studies, Global Media Journal, Television & New Media, Global Media and Communication, Poetics, Journal of Media Economics, Media International Australia, European Journal of Communication, Media Culture & Society, International Communication Gazette, Media Law and Practice, Feminist Media Studies, Comunicaço & Politica, International Journal of Communication, International Journal of

Media Development, Canadian Journal of Communication, Visual Anthropology, Visual Anthropology Review, NORDICOM Review of Nordic Research on Media and Communication, Journal of International Communication, Asian Journal of Communication, Journal of Radio Studies, New Media & Society, Journalism & Mass Communication Quarterly, Journal of Communication Inquiry, Historical Journal of Radio, Film & Television, Journal of Communication, European Journal of Cultural

Communications Law and Policy, Asian Journal of Communication, Games & Culture, Journal of Broadcasting & Electronic Media, Revista Electrónica Internacional de Economía Política de las Tecnologías de la Información y de la Comunicación, Entertainment and Sports Law Journal, Asian Media, Comunicação e Sociedade, Convergence, Loyola Entertainment Law Journal, Columbia VLA Journal of Law and the Arts, Loyola Entertainment Law Journal, Cultural Studies Review, Mediascape, Communication Review, Cultural Politics, Critical Studies in Media Communication, Quarterly Review of Film and Video, Cinema Journal, Journal of Media Sociology, Democratic Communiqué, Television Quarterly, Cultural Sociology, Journal of Arab and Muslim Media Research, Journal of Creative Communications, Comunicar, Studies, Journalism History, Journalism: Theory, Practice and Criticism, Media History, Women's Studies in Communication, Public Opinion Quarterly, Political Communication, Gamasutra, Federal Communications Law Journal, Fordham Intellectual Property, International Journal of Press/Politics, Popular Communication, Media & Entertainment Law Journal, Topia, Cultural Studies, Communications, International Journal of Cultural Studies, Journal of British Cinema & Television, Social Semiotics, Journal of E-Media Studies, Critical Studies in Television, Jump Cut, Screen Education, Screen, Velvet Light Trap, Flow, Journal of Film & Video, New Review of Film and Television Studies, Journal of Popular Film & Television, Middle East Journal of Culture and Communication, Journal of Sports Media
