

## ENGLISH 273-002—SEMINAR IN CULTURAL STUDIES

### WELCOME

Welcome to **Cultural Studies**, a graduate seminar in English, to be cross-listed with Psychology and Sociology. The course coordinators are Executive-Vice Chancellor and Provost, Distinguished Professor of Psychology Ellen Wartella, and Professor Toby Miller. If you have any specific issues to raise about the course or general inquiries, please make a time to see us. Toby's email is [tobym@ucr.edu](mailto:tobym@ucr.edu) and Ellen's [ellen.wartella@ucr.edu](mailto:ellen.wartella@ucr.edu). The course will run from 5-8 pm on Mondays.

### RATIONALE

**Cultural Studies** invites you to consider theories of television, with a particular focus on the intersection of politics, psychology, economics, and culture. Combining theoretical work and applied study, it is designed for graduate students interested in social and political theory, cultural studies, textual analysis, ethnography, psychology, and cultural policy studies. This seminar will look at cultural studies as it has been used to interrogate television, addressing such key questions as: the role of the state, media effects, and ideology. Throughout we shall consider the intersection of the social sciences and the humanities, asking questions in particular about the interrelationship of textual analysis, audience evaluation, and ethnography.

### ASSESSMENT

Assessment will be through a seminar paper and essay of 3000 words. Your essay mission, should you choose to accept it, is to cover an aspect of television, drawing on materials from the textbooks and reading list. This can be either a theoretically focused essay (drawing on theorists from differing perspectives) or one that is grounded in material practice (drawing partly on theorists from differing perspectives, partly on a case study). The precise topic is to be agreed on with us. THE ESSAY SHOULD BE CAREFULLY STRUCTURED TO MOUNT AN ARGUMENT. Please note that it must follow referencing systems from Joseph Gibaldi. *MLA Handbook for Writers of Research Papers*. New York: The Modern Language Association of America, latest edition or *The Chicago Manual of Style*. Chicago: U of Chicago P, latest edition. You may wish to consult Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams. *The Craft of Research*. Chicago: U of Chicago P, latest edition and Sarah Berry and Toby Miller. *Blackwell Cultural Theory Resource Centre*.  
<<http://www.blackwellpublishers.co.uk/cultural/>>.

INCOMPLETES JEOPARDIZE YOUR FUNDING, STATURE, DEGREE QUALITY, AND EFFICIENCY. IF YOU ARE HAVING TROUBLE MEETING DEADLINES, SPEAK TO US AS SOON AS POSSIBLE. ASSUME 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.

### TEXTBOOKS

Larry Grossberg, D. Charles Whitney, Ellen Wartella, and J. McGregor Wise. *MediaMaking: Mass Media in a Popular Culture*, 2<sup>nd</sup> ed. Thousand Oaks: Sage, 2005.

Richard Maxwell, ed. *Culture Works: The Political Economy of Culture*. Minneapolis: U of Minnesota P, 2001.

Toby Miller, ed. *Television Studies*. London: British Film Institute, 2002.

### TOPICS

1. INTRODUCTION—
2. THEORIES: PSYCHOLOGY—
3. THEORIES: ETHNOGRAPHY—
4. THEORIES: TEXTUALITY—
5. THEORIES: POLITICAL ECONOMY—
6. TOPICS: ACTIVE AUDIENCES—
7. TOPICS: USES AND GRATIFICATIONS—
8. TOPICS: AUDIENCE EFFECTS—
9. PLACES: CALIFORNIA—
  - Collect academic, press, and social-movement materials through the semester
10. PLACES: RIVERSIDE—
  - Collect academic, press, and social-movement materials through the semester
11. DAY-LONG SEMINAR PRESENTING ESSAYS COLLECTIVELY—DATE TO BE ARRANGED

### USEFUL REFERENCES

It's a good idea to visit the web pages and review the journals of the relevant professional associations. Key institutions include: the International Association for Media and Communication Research, the International Communication Association, the Society for Cinema and Media Studies, the Association for Education in Journalism and Mass Communication, the National Communication Association, the Canadian Communication Association, the Canadian Association of Media Education Organizations, the Center for Media Education, the Center for Media Literacy, Citizens for Media Literacy, the Media Education Foundation, the UK Association for Media Communication and Cultural Studies, EPTIC—Economía Política de las Tecnologías de la Información y de la Comunicación, the American Communication Association, the International Institute of Communications, the International Association for Media History, the African Council for Communication Education, the Baltic Association for

Investigating the Communications Media, the Chinese Communication Association, the Caribbean Association for the Study of Communication, NORDICOM, the American Studies Association, the Popular Culture Association, the British Universities Film and Video Council, the Society for Visual Anthropology, the Asian Mass Communication Research Centre, the University Film and Video Association, the European Institute for the Media, the European Audiovisual Observatory, the Broadcast Education Association, the European Institute for Communication and Culture, the International Visual Sociology Association, Asociación Boliviana de Investigadores de la Comunicación, the Communication Institute for Online Scholarship, Screen Studies, Console-ing Passions, and Visible Evidence.

Key journals include: *Revista Electrónica Internacional de Economía Política de las Tecnologías de la Información y de la Comunicación*, *Asian Media*, *Comunicação e Sociedade*, *Communications*, *Javnost/The Public*, *Skrien*, *Television Quarterly*, *Mediekultur*, *Diálogos de la Comunicación*, *Communication Review*, *Comunicación*, *Media Development*, *Massekultur & Medier*, *Cuadernos de Nación*, *Communication Research*, *Journal of Communication*, *Intermedios*, *Critical Studies in Mass Communication*, *Emergences*, *Velvet Light Trap*, *Journal of Broadcasting & Electronic Media*, *Journalism & Mass Communication Quarterly*, *InterMedia*, *Gazette*, *Cultural Studies*, *Journal of Communication Inquiry*, *Journal of Popular Film and Television*, *Media Culture & Society*, *European Journal of Communication*, *camera obscura*, *Comunicación y Sociedad*, *Critical Arts*, *Canadian Journal of Communication*, *NORDICOM Review of Nordic Research on Media and Communication*, *Journal of International Communication*, *Asian Journal of Communication*, *Journal of Popular Culture*, *Convergence*, *Continuum*, *International Journal of Cultural Studies*, *Poetics*, *Screen Education*, *Journal of Cultural Economics*, *Journal of Media Economics*, *Cinema Journal*, *Journal of Film and Video*, *Media Asia*, *Intercom*, *Studies in Latin American Popular Culture*, *Screen*, *Journal of Media Practice*, *Vert!go*, *Flow*, *Historical Journal of Film, Radio, and Television*, *European Journal of Cultural Studies*, *Asian Journal of Communication*, *Quarterly Review of Film and Video*, *New Media & Society*, *Mass Communication Review*, *Feminist Media Studies*, *Media International Australia*, *Visual Anthropology*, *KEIO Communication Review*, *Africa Media Review*, *Visual Anthropology Review*, *Media Law and Practice*, *Media Perspektiven*, *Media Studies Journal*, *Intermedia*, *Perfiles Latinoamericanos*, *Réseaux*, *Media History*, *Howard Journal of Communication*, *Women's Studies in Communication*, *Quarterly Journal of Speech*, *Communication Theory*, *M/C—A Journal of Media and Culture*, *Journalism History*, *Electronic Journal of Communication*, *International Journal of Communication*, *International Journal of Communications Law and Policy*, *Television International Broadcasting Studies*, *Television & New Media*, *Comunicação & Política*, *Journalism*, *Journalism Studies*, *American Quarterly*, and *Visual Sociology*.

Key web sites include: <http://amlainfo.org/>, <http://www.mediaactioncenter.org/>, <http://zerodivide.org/>, <http://www.about-face.org/>, <http://academiatv.es/>, <http://www.africamediaonline.com/>, <http://allyourtv.com/>, <http://www.aap.org/advocacy/mediamatters.htm>, <http://www.asiamedia.ucla.edu/>, <http://www.amic.org.sg/>, <http://www.obs.coe.int/>, <http://benton.org/>, <http://www.prwatch.org/cmd/index.html>, <http://cmpa.com/>, <http://www.medialit.org/>, <http://www.ithaca.edu/crtv/>, <http://www.freepress.net/>, <http://globalpublicmedia.com/>, <http://www.impacs.org/>, <http://mediaaccess.org/>, <http://www.iog.ca/magnet/>, <http://www.media-diversity.org/about%20MDI.htm>, <http://www.mediaed.org/>, <http://www.soros.org/initiatives/media/links/analysisadvocacy>, <http://mediamatters.org/>, <http://www.mediatrademonitor.org/>, and <http://mediatransparency.org/>, <http://www.mediafamily.org/>.

### BOOKS, CHAPTERS, AND JOURNAL ARTICLES

IF MATERIALS YOU NEED ARE NOT READILY AVAILABLE ON CAMPUS, USE INTER-LIBRARY LOAN, ELECTRONIC SOURCES, OR OTHER REGIONAL LIBRARIES.

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