**Faculty of Human, Social and Political Studies**

**Sociology, Part IIB, 2020-21**

**SOC 7: Media, Culture and Society**

## Overview

### Course Organiser:

* Dr Ella McPherson, em310@cam.ac.uk

### Lecturers:

* Dr Rikke Amundsen, rba26@cam.ac.uk
* Professor Patrick Baert, pjnb100@cam.ac.uk
* Dr Ella McPherson, em310@cam.ac.uk
* Dr Mónica Moreno Figueroa, mm2051@cam.ac.uk
* Ms Ayala Panievsky, ap2034@cam.ac.uk

### Aims and objectives of the paper:

* To equip students with the analytical skills and the theoretical and empirical knowledge to understand, navigate and change the rapidly-evolving dynamics between media, culture and societies;
* To critically examine approaches that put culture at the centre in our understanding of societies;
* To develop reflexivity around the intersection of power with media and technology as relates to political communication and everyday life;
* To deepen understanding through developing skills in the use of theory to analyse empirical cases and the use of these empirical cases to advance theory;
* To contribute to the de-Westernising and greening of media studies;
* To develop tools to reflect critically on the cultural production that occurs in the academy;
* To build argumentation skills through supervision presentations, essay writing and group discussions in lectures or supervisions.

Course content:

This paper is concerned with the social analysis of culture, media, symbolic forms and information and communication technologies. This is manifested in a theoretical focus on approaches to the study of media and culture, including their relationships with capitalism; the norms that drive the production and study of media and culture, including technology; cultural production; subcultures; visual culture; race and representation; audiences; and intellectuals. Lectures and accompanying seminars examine key concepts, theories and debates in these areas and apply them in the empirical areas of digital media and everyday life as well as political communication. The variety of SOC 7 topics are research-led and benefit from the range of expertise among the paper’s lecturers; reflecting the Department’s pedagogical concern with the climate emergency, literature and ‘thinking and talking’ questions are included to connect topics to the climate emergency. This is an advanced paper which builds on foundations in the study of media, culture, and technology given in Parts I and IIA, particularly SOC 1, SOC 2 and SOC 3.

### Structure of the paper:

* **Theories and Concepts of Media and Culture**
	+ Eight two-hour sessions in Michaelmas, weeks 1-8, Tuesdays 2-4pm (13th Oct +)
	+ Lecturers: Dr McPherson, Dr Moreno Figueroa and Professor Baert
* **Digital Media and Everyday Life**
	+ Four two-hour sessions in Lent, weeks 1-4, Tuesdays 4-6pm (26th Jan +)
	+ Lecturer: Dr Amundsen
* **Political Communication**
	+ Four two-hour sessions in Lent, weeks 5-8, Tuesdays 4-6pm (23rd Feb +)
	+ Lecturers: Ms Panievsky and Dr McPherson
* **Revision**
	+ One two-hour Q&A session in Easter, week 1, Tuesday 2-4pm (4th May)

### Mode of teaching and supervision arrangements:

* The paper will be administered via its **SOC 7 Moodle site**, which means that all lecture videos, seminar materials and forums will be accessible [here](https://www.vle.cam.ac.uk/course/view.php?id=198481), organised by topic.
* Because of the coronavirus pandemic, group teaching on this paper in 2020-21 will be **remote**. Each session will consist of a one-hour pre-recorded lecture followed by a one-hour interactive seminar.
* The **pre-recorded lecture** will be available via the SOC 7 Moodle site by the previous Friday, and students can watch it in the first hour of the session or at their leisure before that.
* The second hour of the session will be via an **interactive seminar** conducted via Zoom, often making use of breakout rooms, and will consist of discussion and learning activities as detailed below in each topic description. This seminar activity will often be about applying the theory and concepts to a new empirical case to further our understanding of the case, and then, in turn, about applying this new knowledge to further our understanding of the theory and concepts. It is a space for third year students to exercise independent scholarship collaboratively.
* Students should have **six supervisions** over Michaelmas and Lent terms, of which at least four require students to submit essays. These should be sent by email to **supervisors at least 24 hours in advance of the supervision**. Essays should be **no more than 2,500 words**; this allows students to practice writing to wordcount and supervisors to manage their workloads. Students should answer the relevant supervision question in the paper guide and will receive written feedback on these essays from their supervisors ahead of the supervision.
* The remainder **two supervisions can involve alternative preparation** subject to agreement between supervisor and student; this may include a presentation on an empirical case, an analysis of a media artefact, or a 500-word blog piece for the Department website. Students taking this option are particularly encouraged to make connections between the topic and the climate crisis.
* The **reading lists** for each topic are a starting point for students and supervisors. Starred readings are the core literature, but students are encouraged to explore beyond these lists as they form their views on these topics.
* A **revision Q&A** session and two revision supervisions will occur in the first few weeks of Easter term.
* **Supervision is organised centrally** by Dr McPherson using a Google sheet that will be shared in on the SOC 7 Moodle site.
* Because the paper is research-led, the **topics may change** year to year, according to lecturers’ expertise. For new topics, the reading lists below will also include a mock exam question.
* The SOC 7 Moodle site has a **student forum** for each lecture series. Here, students are encouraged to chat with each other, perhaps asking questions or making comments about the topic or providing empirical examples and links to other resources. This is a space for students, though general questions about the paper can be addressed to lecturers here if they are relevant to the student group as a whole. More specific questions should be reserved for during supervisions.

### Background reading:

The following texts provide an overview of the sociology of media and culture subfields, as well as connect them to the Department of Sociology’s overarching pedagogical theme of the climate crisis. Students should watch the brief video introducing the course to accompany them.

* P. du Gay et al*.* *Doing Cultural Studies: The Story of the Sony Walkman* (SAGE, 1996) [[Introduction](https://s3.amazonaws.com/academia.edu.documents/34594265/The_Story_of_the_Sony_Walkman.pdf?response-content-disposition=inline%3B%20filename%3DThe_Story_of_the_Sony_Walkman.pdf&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Credential=AKIAIWOWYYGZ2Y53UL3A%2F20190928%2Fus-east-1%2Fs3%2Faws4_request&X-Amz-Date=20190928T155313Z&X-Amz-Expires=3600&X-Amz-SignedHeaders=host&X-Amz-Signature=2ed3925b6cc0591b51aca66255ac5ed4d0354ff7176695f5616ba7ff2ca16410)]
* R. Maxwell and T. Miller, ‘[Greening Media Studies](https://cdn.tobymiller.org/wp-content/uploads/2016/02/Greening-Media-Studies-Chapter-6.pdf),’ *Media and the Ecological Crisis* (Routledge, 2016)
* J. Thompson, [*The Media and Modernity*](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=604478&site=ehost-live&scope=site) (Polity, 2013) [Introduction]
* D. Thussu, ‘Introduction’ and ‘Why Internationalize Media Studies and How?’ in [*Internationalizing Media Studies: Impediments and Imperatives*](https://ebookcentral.proquest.com/lib/cam/reader.action?docID=431824&ppg=16) (Taylor & Francis, 2009)
* S. Waisbord, [*Media Sociology: A Reappraisal*](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=1101343&site=ehost-live&scope=site) (Polity, 2014) [Introduction]
* R. Williams, ‘[Culture is Ordinary](http://artsites.ucsc.edu/faculty/gustafson/film%20162.w10/readings/williams.ordinary.pdf)’, in *Studying Culture: An Introductory Reader* (Arnold, 1993)

***Thinking and talking question:*** *Why has the study of the media so often overlooked connections to the climate crisis, and to what effect?*

## Series 1: Theories and Concepts of Media and Culture

Aims of this series:

* To provide students with an introduction to some of the key theoretical approaches, concepts and debates in the study of culture and the media;
* To give students a sense of the value and the fruitfulness of these approaches and concepts, while at the same time alerting them to their shortcomings;
* To equip students with theories and concepts to help them make sense of the mediated world around them and to make their own contributions to these theories and concepts.

### 1. Culture and capitalism (McPherson, 13th October)

**Summary:** One of the longest-standing concerns in this subfield of sociology is the connection between culture and capitalism, both with respect to who owns and controls cultural production - from cinema to journalism to social media, and with respect to how cultural products reinforce capitalist ideologies. This lecture introduces sociology’s critical approach to this connection, while also demonstrating how this approach’s traditional focus on class is just the first step in a broader understanding of media, culture and power – one that takes into account intersectional and decolonial perspectives.

**Seminar activity:** Choose a social media platform and analyse it using the concepts and critiques of the culture industry thesis.

**Reading list:**

* T.W. Adorno*, The Culture Industry: Selected Essays on Mass Culture* (Routledge, 1991) [Chapter 3: ‘[Culture Industry Reconsidered’](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=139312&site=ehost-live&scope=site&ebv=EB&ppid=pp_98)]
* W. Benjamin, *Illuminations* (Fontana, 1973) [‘[The Work of Art in the Age of Mechanical Reproduction](https://web.mit.edu/allanmc/www/benjamin.pdf)’]
* P. Chakravartty and Y. Zhao, ‘[Introduction: Toward a Transcultural Political Economy of Global Communications](https://ebookcentral.proquest.com/lib/cam/reader.action?docID=1032118&ppg=12),’ in *Global Communications: Toward a Transcultural Political Economy*, (Rowman & Littlefield Publishers, 2007)
* A. Dorfman and A. Mattelart, *How to Read Donald Duck: Imperialist Ideology in the Disney Comic* (I. G. Editions, 1975) [[‘Introduction: Instructions on How to Become a General in the Disneyland Club’](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=141270&site=ehost-live&scope=site&ebv=EB&ppid=pp_122)]
* \*D. Freedman, [*The Contradictions of Media Power*](https://www-bloomsburycollections-com.ezp.lib.cam.ac.uk/book/the-contradictions-of-media-power/ch1-approaches-to-media-power)(Bloomsbury, 2013) [Chapter 1]
* N. Garnham, [’The Political Economy of Communication Revisited,](https://onlinelibrary.wiley.com/doi/pdf/10.1002/9781444395402.ch2?saml_referrer)’ In *The Handbook of Political Economy of Communications*, (Wiley-Blackwell, 2011)
* \*M. Horkheimer & T. Adorno, *Dialectic of Enlightenment* (Verso, 1979) [‘[The Culture Industry’](http://www.litandwriting.umb.edu/engl380-1/spg09/documents/adorno.horkheimer.pdf)]
* J. Lewis and T. Boyce, ‘[Climate Change and the Media: The Scale of the Challenge](http://sciencepolicy.colorado.edu/students/envs_4800/lewis_boyce_2009.pdf),’ in *Climate Change and the Media* (Peter Lang, 2009)
* \*E. R. Meehan, ‘[Intersections and New Directions: On Feminism and Political Economy](https://www-jstor-org.ezp.lib.cam.ac.uk/stable/10.5749/j.ctttv3zg.5),’ in *Sex and Money: Feminism and Political Economy in the Media* (University of Minnesota Press, 2002)
* A. C. Mendes, [*Salman Rushdie in the Cultural Marketplace*](http://idiscover.lib.cam.ac.uk/permalink/f/t9gok8/44CAM_NPLD_MARC017797480) (Routledge, 2016) [Chapter 4: Music and the Brown Culture Industry]
* J. Raundalen, ‘Tech Support: How Technological Utopianism in the Media Is Driving Consumption,’ in *Media and the Ecological Crisis* (Routledge, 2014)
* \*A. Saha, ‘“[Curry Tales”: The Production of “Race” and Ethnicity in the Cultural Industries](https://doi.org/10.1177/1468796813487829)’, *Ethnicities*, 13/6 (2013), 818–837.
* C. Sandvig, ‘[The Social Industry’](https://journals.sagepub.com/doi/full/10.1177/2056305115582047), *Social Media + Society*, April/June (2015), pp. 1-4.
* S. Wagner and M. Fernández-Ardèvol, ‘[Local Content Production and the Political Economy of the Mobile App Industries in Argentina and Bolivia](https://journals.sagepub.com/doi/pdf/10.1177/1461444815571112)’, *New Media & Society* 18/8 (2016), pp. 1768–86.
* F. Yang, ‘[China’s “Fake” Apple Store: Branded Space, Intellectual Property and the Global Culture Industry](https://journals.sagepub.com/doi/full/10.1177/0263276413504971?casa_token=sGhz2mtFprkAAAAA%3AkBfpyfTgbQEQuhgXpZ9cO4mKk_bbnGjzdFOzky-e8n2AJWt9zO7ahaqDcgZ8VGbfjhvXFKJGxw&)’, *Theory, Culture & Society*, 31/4 (2014), pp. 71–96.

***Supervision question:*** *How can we understand the relationship between capitalism and culture?*

***Thinking and talking question:*** *How does the ownership and control of the media shape coverage of the climate crisis?*

### 2. Media and morality (McPherson, 20th October)

**Summary:** Morality is inherent not only to the design of media but also to how we as scholars critically assess this media. Yet, the norms that underpin our experience and understanding of media are often so normalised that we fail to critically interrogate them. This topic will provide the tools for this interrogation, through understanding norms not only as moral frameworks but also as binaries and discourses and as fundamentally caught up in power and positionality. We will explore this topic through the conceptual case of the public sphere and the empirical case of algorithmic search engines.

**Seminar activity:** Identify a technology you have been relying on during the pandemic and investigate the norms that shape it. Where do you think these norms come from? How are they built into this technology, implicitly and explicitly? Who is included, and who is excluded by these norms? How do these norms compare to your own normative framework?

**Reading list:**

* J.C. Alexander, ‘[The Meaningful Construction of Inequality and the Struggles Against It: A ‘Strong Program’ Approach to How Social Boundaries Change](https://journals.sagepub.com/doi/abs/10.1177/1749975507073915)’, *Cultural Sociology*, 1/1 (2007), pp. 23-30.
* F. Banda, ‘[Negotiating Journalism Ethics in Zambia: Towards a ‘Glocal’ Ethics](https://ebookcentral.proquest.com/lib/cam/reader.action?docID=496317&ppg=135),’ in *Media Ethics Beyond Borders: A Global Perspective* (Routledge, 2010)
* R. Benjamin, [*Race after Technology*](https://www.vlebooks.com/Vleweb/Product/Index/1674282?page=0) (Polity, 2019) [Chapter 2: ‘Default Discrimination’]
* N. Couldry, ‘[Living Well with and through Media](https://link.springer.com/content/pdf/10.1057/9781137317513_3.pdf),’ in N. Couldry, M. Madianou, and A. Pinchevski [eds], *Ethics of Media* (Palgrave Macmillan 2013)
* \*C. D’Ignazio and L Klein, *Data Feminism* (MIT Press Open, 2019) [[Chapter 2: On Rational, Scientific, Objective Viewpoints from Mythical, Imaginary, Impossible Standpoints](https://bookbook.pubpub.org/pub/8tjbs2x5)]
* \*J. Habermas, [*The Structural Transformation of the Public Sphere*](https://www.vlebooks.com/Vleweb/Product/Index/1316291?page=0)(Polity, 1989) [Introduction]
* Held, V. (2006) *The Ethics of Care: Personal, Political, and Global*. Oxford, UK: Oxford University Press. [‘[Introduction](https://bibliu.com/app/#/view/books/9780199884551/epub/OEBPS/html/07_Introduction.html)’]
* \*J. Landes, ‘[Women and the Public Sphere: A Modern Perspective](https://www.jstor.org/stable/pdf/23169275.pdf?refreqid=excelsior%3A74a472ea53621988bfdd9acc86e6e03f),’ *Social Analysis: The International Journal of Social and Cultural Practice* 15 (1984): pp. 20–31
* R. Mabrook and J. B. Singer (2019) ‘[Virtual Reality, 360° Video, and Journalism Studies: Conceptual Approaches to Immersive Technologies](file:///C%3A%5CUsers%5CElla%5CDocuments%5C5.%20Teaching%5C2020-21%5CSOC%207%5C10.1080%5C1461670X.2019.1568203)’, *Journalism Studies*, 20/14 (2019), pp. 2096–2112
* E. McPherson, ‘[Spot News Versus Reportage: Newspaper Models, the Distribution of Newsroom Credibility, and Implications for Democratic Journalism in Mexico](http://ijoc.org/ojs/index.php/ijoc/article/view/1452/794)’, *International Journal of Communication* 6 (2012), pp. 2301–2317
* \*S. U. Noble. [*Algorithms of Oppression: How Search Engines Reinforce Racism*](https://www-degruyter-com.ezp.lib.cam.ac.uk/view/title/577548?tab_body=toc) (NYU Press, 2018) [Introduction and Conclusion]
* Orgad, S. (2007) ‘[The Internet as a Moral Space: The Legacy of Roger Silverstone,’](https://journals.sagepub.com/doi/abs/10.1177/1461444807075202) *New Media & Society* 9/1 (2007), pp. 33–41
* Z. Papacharissi, ‘[The Virtual Sphere 2.0: The Internet, the Public Sphere, and Beyond](https://victorsampedro.com/wp-content/uploads/2012/12/Papacharissi-The-Virtual-Sphere-Revisited-Handbook.pdf),’ in *Handbook of Internet Politics* (Routledge, 2008)
* G. Pough, [*Check It While I Wreck It: Black Womanhood, Hip-Hop Culture, and the Public Sphere*](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=1090875&site=ehost-live&scope=site&ebv=EB&ppid=pp_15) (Northeastern University Press, 2015) [Chapter 2 – ‘Bringing Wreck: Theorising Race, Rap, Gender, and the Public Sphere’]
* J. Thompson, [*The Media and Modernity*](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=604478&site=ehost-live&scope=site)(Polity, 1995) [Chapter 2]

***Supervision question:*** *How do norms shape media systems? Illustrate with at least one example.*

***Thinking and talking questions:*** *Why has safeguarding the planet not been a core norm of Western societies? Is this changing? If so, why, and to what effect?*

### 3. Cultural production (McPherson, 27th October)

**Summary:**  We often see cultural production as something apart – something we hold in awe. Yet, sociologists of cultural production argue that it is no different from the production of any other product intended for consumption. In this topic, we will demystify cultural production – whether the perceived genius of the art world, the perceived glamour of the modelling industry or the perceived malevolence of the disinformation sector. We will also challenge the naturalised division of high and mass culture, investigating how this division is a social construct. To do so, we will focus on how we can understand all these areas of cultural production through core concepts such as collaboration, competition, convention and capital.

**Seminar activity:** Choose an area of cultural production and analyse it using the analytic lenses of fields and worlds. Compare and contrast these two analytical approaches.

**Reading list:**

* \*H. Becker, *Art Worlds* (California, 2008) [ ‘[Art Worlds and Collective Activity’](http://web.mit.edu/uricchio/Public/Documents/Becker%20-%20Art%20Worlds%20.pdf)]
* G. Born, ‘[The Social and the Aesthetic: For a Post-Bourdieuian Theory of Cultural Production’](https://journals.sagepub.com/doi/10.1177/1749975510368471), *Cultural Sociology*, 4/2 (2010), 171–208.
* W. Bottero and N. Crossley, ‘[Worlds, Fields and Networks: Becker, Bourdieu and the Structures of Social Relations](https://journals.sagepub.com/doi/10.1177/1749975510389726)’, *Cultural Sociology*, 5/1 (2011), pp. 99–119.
* \*P. Bourdieu, *The Field of Cultural Production* (Polity, 1992) [‘[The Field of Cultural Production](https://www.sciencedirect.com/science/article/pii/0304422X83900128)’]
* P. Dimaggio, ‘[Cultural Entrepreneurship in Nineteenth Century Boston’](https://journals.sagepub.com/doi/10.1177/016344378200400104), *Media, Culture and Society,* 4 (1982), pp. 33-50
* Mears, A. (2010) ‘[Size Zero High-End Ethnic: Cultural Production and the Reproduction of Culture in Fashion Modeling](https://www.sciencedirect.com/science/article/pii/S0304422X09000485)’, *Poetics*, 38/1 (2010), pp. 21–46
* T. Moi, ‘[Appropriating Bourdieu: Feminist Theory and Pierre Bourdieu’s Sociology of Culture’](https://www.jstor.org/stable/469077?seq=11#metadata_info_tab_contents), *New Literary History*, 22/4 (1991), 1017–1049.
* \*L. Nochlin, ‘[Why Have There Been No Great Women Artists?](http://www.artnews.com/2015/05/30/why-have-there-been-no-great-women-artists/)’, *ARTnews* (2015)
* \*J. C. Ong and J. V. A. Cabañes, ‘[When Disinformation Studies Meets Production Studies: Social Identities and Moral Justifications in the Political Trolling Industry](https://ijoc.org/index.php/ijoc/article/view/11417/2879)’, *International Journal of Communication*, 13 (2019), pp. 5771-90
* A. Perris, ‘[Music as Propaganda: Art at the Command of Doctrine in the People’s Republic of China](https://www.jstor.org/stable/850880?seq=1),’ *Ethnomusicology*, 27/1 (1983), pp. 1–28
* R. Peterson and N. Anand, ‘[The Production of Culture Perspective’](https://www.annualreviews.org/doi/abs/10.1146/annurev.soc.30.012703.110557), *American Review of Sociology,* 30 (2004), pp. 311-34
* S. Thornton, *Seven Days in the Art World* (Granta, 2008) [‘[The Crit](http://nostatic.com/mor571/wp-content/uploads/2015/08/theCrit.pdf)’]

***Supervision question:*** *What role does power play in cultural production?*

***Thinking and talking question:*** *How can we better incorporated the materiality of cultural products, with their implications for the environment, into our studies of the production of culture?*

### 4. Subcultures and cultural studies (McPherson, 3rd November)

**Summary:** Building on the approach in cultural studies to seeing culture as ‘ordinary’ (Williams, 1993), this topic turns towards the study of subcultures, focusing in particular on their style and reading style in relation to the concept of resistance. We start with the early studies that understood subcultures as resisting dominant classes, interrogating them using standpoint theory to examine how these mechanisms for coping with exclusion might themselves have been exclusionary. We then turn to more contemporary subcultures and ask if we can still read these as sites of resistance in an era of commodification and consumption – or if, by focusing on class as the original subcultures theories do, we are overlooking the creativity of these subcultures in imagining alternative power relations.

**Seminar activity:** Identify a contemporary subculture and analyse it with the theories and concepts of this topic, paying particular attention to the subculture’s relationship to the idea of resistance.

**Reading list:**

* A. Bennett, ‘[Subcultures or Neo-Tribes? Rethinking the Relationship between Youth, Style and Musical Taste](https://journals.sagepub.com/doi/10.1177/S0038038599000371)’, *Sociology* 33/3 (1999): pp. 599–617
* A. Cohen, ‘[Youth Gangs, Violence, and Local Culture in Chiang Mai, Northern Thailand](https://journals.sagepub.com/doi/full/10.1177/0891241617702196),’ *Journal of Contemporary Ethnography* 47/4 (2018), pp. 484–507
* S. Cohen, [*Folk Devils and Moral Panics*](https://www.vlereader.com/Reader?ean=9780203828250)(Blackwell,1980) [‘Introduction’ and ‘Deviance and Moral Panics’]
* \*S. Hall, ‘[Cultural Studies and Its Theoretical Legacies](http://www.icm.arts.cornell.edu/sites/icm.arts.cornell.edu/files/Hall%20-%20Cultural%20Studies.pdf),’ in *Stuart Hall: Critical Dialogues in Cultural Studies* (Routledge, 1996)
* ∗S. Hall and T. Jefferson (eds), [*Resistance through Rituals*](https://www-taylorfrancis-com.ezp.lib.cam.ac.uk/books/e/9780203357057), 2nd ed.(Routledge, 2006) [Chapters 1, 4 and 5]
* D. Hebdige, [*Subculture: The Meaning of Style*](https://www-taylorfrancis-com.ezp.lib.cam.ac.uk/books/e/9780203357057)(Methuen, 1979)  [‘One’]
* S. Q. Jensen, ‘[Towards a Neo-Birminghamian Conception of Subculture? History, Challenges, and Future Potentials](https://www.tandfonline.com/doi/full/10.1080/13676261.2017.1382684),’ *Journal of Youth Studies* 21/4 (2018), pp. 405–421
* A. King and D. Smith, ‘[The Jack Wills Crowd: Towards a Sociology of an Elite Subculture](https://onlinelibrary.wiley.com/doi/epdf/10.1111/1468-4446.12254#?saml_referrer),’ *The British Journal of Sociology*, 69/1 (2018), pp. 44–66
* \*A. McRobbie, [*Feminism and Youth Culture*](https://www.vlereader.com/Reader?ean=9781349211685) (Palgrave, 1991) [‘Settling Accounts with Subculture: A Feminist Critique’]
* C. Rojek and B. Turner, ‘[Decorative Sociology: Towards a Critique of the Cultural Turn’](https://onlinelibrary.wiley.com/doi/10.1111/1467-954X.00236), *The Sociological Review* 48/4 (2000), pp. 629–48
* B. Schiermer, ‘[Late-Modern Hipsters: New Tendencies in Popular Culture’](https://journals.sagepub.com/doi/full/10.1177/0001699313498263), *Acta Sociologica* 57/2 (2014): pp. 167–81
* S. Thornton, [*Club Cultures: Music, Media and Subcultural Capital*](https://openeclass.panteion.gr/modules/document/file.php/TMH252/Sarah%20Thornton-Club%20Cultures%20_%20Music%2C%20Media%20and%20Subcultural%20Capital-Wiley%20%282013%29.pdf) (Polity, 1995) [‘The Distinctions of Culture without Distinction’]
* R. Weinzierl and D. Muggleton, [*The Post-Subcultures Reader*](https://is.muni.cz/el/1421/jaro2016/IM090/um/_David_Muggleton__Rupert_Weinzierl__The_Post-Subcu_BookFi.org_.pdf) (Berg Publishers, 2003) [‘What is Post-subcultural Studies Anyway?’]
* \*R. Williams, ‘[Culture is Ordinary](http://artsites.ucsc.edu/faculty/gustafson/film%20162.w10/readings/williams.ordinary.pdf)’, in *Studying Culture: An Introductory Reader* (Arnold, 1993)

***Supervision question:*** *Are youth subcultures forms of resistance to mainstream culture?*

***Thinking and talking question:*** *If we put culture at the centre, how does this help us think about the climate crisis?*

### 5. Visual culture (Moreno Figueroa, 10th November)

**Summary:** In this topic, we will focus on a particular form of culture – visual culture – and relate it to important aspects of social life, exclusion and organisation. The study of the social history of photography allows us to understand how vision and power play a central role in the control over the bodies of individuals, families, nations and overall social relationships. We will examine the historical and social links between photography (and other forms of images), visual and cultural practices in a variety of contexts. The overall aim is to look for how images circulate and what meanings are inscribed in their trajectories and uses. We will also ask how photographs get ‘entangled’ through political positions, through ‘culture’ and the everyday.

**Seminar activity:** Bring two pictures to the class: 1) choose a personal picture that is meaningful to you from your everyday life or your family album, and 2) one picture of your birthday or a family/friends trip. Be prepared to show the image and tell their stories.

**Reading list:**

* \*R. Barthes, *Camera Lucida* (Vintage, 2000)
* \*J Berger, [*Ways of Seeing*](https://www.vlebooks.com/Vleweb/Product/Index/661959?page=0), (BBC and Penguin Books, 1972)
* \*R. Coleman, *Transforming Image: Screens, Affect, Futures* (Routledge, 2013) [Introduction, Conclusion and one chapter of your choice]
* J. Evans J & S Hall, *Visual Culture: The Reader* (Sage, 1999)
* \*A. Kuhn, *Family Secrets: Acts of Memory and Imagination* (Verso, 1995)
* \*S. Lalvani, [*Photography, Vision and the Production of Modern Bodies*](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=6427&site=ehost-live&scope=site) (State University of New York Press, 1996)
* N. Mirzoeff, *The Visual Culture Reader* (Routledge, 2013)
* C. Pinney, *Camera Indica* (University of Chicago Press, 1997)
* G. Rose, [*Doing Family Photography: The Domestic, the Public and the Politics of Sentiment*](https://www-taylorfrancis-com.ezp.lib.cam.ac.uk/books/9781315577890) (Ashgate, 2010)
* \*A. Sekula, (1982) ‘On the Invention of Photographic Meaning’, in *Thinking Photography* (Macmillan, 1982)
* S. Sontag, [*On Photography*](http://www.vlebooks.com/Vleweb/Product/Index/665125?page=0) (Penguin Books, 1979)
* J. Spence, *Putting Myself in the Picture: A Political, Personal and Photographic Autobiography* (Camden Press, 1986)

***Supervision question****: What are the challenges of using photographs as evidence?*

***Thinking and talking question****: Studium and punctum are key terms in Barthes’ theorization of the photographic image; they help us think about social conventions and creative agency. What are the pros and cons of ‘studium’ and ‘punctum’ in the production of visual representations of the environmental crisis?*

***Mock exam question****: What does it mean to understand ‘visuality’ as the ‘intersection of power with visual representation’ (Mirzoeff 2002: 4)?*

### 6. Race and representation (Moreno Figueroa, 17th November)

**Summary:** Deborah Poole observes in her analysis of the circulation of images between Europe and Andean South America one important element of photographs that is easily dismissed: ‘we frequently forget that images are also about the pleasure of looking. Visual images fascinate us. They compel us to look at them, especially when the material they show us is unfamiliar or strange’ (Poole 1997, 17). Following on from the previous lecture, this session explores the links between ideas of race and racism with the compelling and seductive production of identities, difference and the cultural politics of representational practices. We will examine the importance of visual culture in the (re)production and experience of contemporary subjectivities. Analysis of the historical coincidence of the emergence of the notion of ‘race’ and photography will allow us to interrogate the ambiguities of the interpretation of photographs and the pleasures images produce.

**Seminar activity:** Bring two images with contrasting representations of race: one problematic and one critical. Be prepared to discuss.

**Reading list:**

* \*L. M. Alcoff, ‘[Habits of Hostility: On Seeing Race](https://ezp.lib.cam.ac.uk/login?url=https://www-proquest-com.ezp.lib.cam.ac.uk/docview/205389589?accountid=9851)’, *Philosophy Today* 44 (2000), pp. 30-40
* D. Apel, ‘[On Looking: Lynching Photographs and Legacies of Lynching After 9/11](https://www.jstor.org/stable/30041984?seq=1#metadata_info_tab_contents)’, *American Quarterly* 55/3 (2003), pp. 457-478
* \*J. Butler, ‘Endangered/Endangering: Schematic Racism and White Paranoia’ in *Reading Rodney King/Reading Urban Uprising* (Routledge, 1993)
* R. Dyer, [*White*](https://www-taylorfrancis-com.ezp.lib.cam.ac.uk/books/9781315544786) (Routledge, 1997)
* R. Eves, [‘“Black and White, a Significant Contrast”: Race, Humanism and Missionary Photography in the Pacific’](https://www.tandfonline.com/doi/full/10.1080/01419870600665490), *Ethnic and Racial Studies* 29/4 (2006), pp. 725-748
* F. Fernandez Guerra, ‘[Social Advertising and Social Change: Campaigns about Racism in Latin America and Mexico](https://www.westminsterpapers.org/articles/10.16997/wpcc.385/)’ *Westminster Papers in Communication and Culture* 15/2 (2020)
* F. Fanon, [*Black Skins, White Masks*](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=247433&site=ehost-live&scope=site) (Paladin, 1986) [‘The Fact of Blackness’]
* G. Grandin, ‘[Can the Subaltern Be Seen? Photography and the Affects of Nationalism’](https://watermark-silverchair-com.ezp.lib.cam.ac.uk/hahr084-01_04grandin.pdf?token=AQECAHi208BE49Ooan9kkhW_Ercy7Dm3ZL_9Cf3qfKAc485ysgAAAp0wggKZBgkqhkiG9w0BBwagggKKMIIChgIBADCCAn8GCSqGSIb3DQEHATAeBglghkgBZQMEAS4wEQQMotcgW8nStekKOmuUAgEQgIICUC18a66y16QPpOCqU6_rq2V0CpNPJG_7KSCTZJJj2yINWD17p3mT4ui8oquTlGdt6FOjGHHfEev6g9hPzUM2VyGOssKxu_zYZmja7czQuq_N0n_MHG-8k4UVyvHJcVvSHd7ZBMQFDewpUYamSsG6t-p4CQ8xQvWgWzJmImpCm_0aMCJ7955RvsVFfxsYAo6YYG-ieORRWQW8Z-u9ZSbyo7mT391bjYVyTzAUde-LPXiBX_NrndqC-JrWWA1AMBx_2svuisijUh33eO7R3VzEm0SOf-hZzMGYqAYr60PghxwP9LWaBpiG07t_-4KYMmI81jPtKL9eisJa97lQ471OH9LhMwpV0mZoh9YvGb1gEtRYUZTPr8Z-c5TgaRCiwSioYGpGODFmy2WWZaVdaRCJI5X42NC932zUpZZm6Z06Z0pVlhyfG2Ak3AGOi_3cizFv8sGlztv8LBz5jtvW_clB6y7cryJPkoFLrh1LFAwE-Pd4wxn4vjS31DrzsluyvRnghiqh1a7txPrlE-8izwSTlVhjVrzXMYl0luU4qVuNU6ry4SzI-s2EKDtuhb6BDw1LSlFmqnQDNbOlzvCBSR3osDy0oCjK1TzvxSFj1NYKnBu-bj-Hbtf4ZCT7NF0vytUzmgbXWEQ3b7fYNhG5jaxGaKdH-SYAMXA_whfgA33w2q5xoBof_tU5Omwzw5WgDNKyG68QHbx8x8qvBdYb61qQnIcxepwg7Hg64xSvGWWyABY3-ANzP4s19IvB2lE-HNplQFvLssw39BWs3xViB6jSuJw) , *Hispanic American Historical Review*, 84/1 (2004), pp. 83-111
* S. Hall, ‘The Spectacle of the “Other”’ in *Representation: Cultural Representations and Signifying Practices*, (Open University Press, 1997), pp. 223-290
* \*S. Hall, ‘Introduction: Looking and Subjectivity’ in *Visual Culture: The Reader* (Sage & The Open University, 1999)
* P. S. Howard, ‘[A Laugh for the National Project: Contemporary Canadian Blackface Humour and its Constitution through Canadian Anti-Blackness](https://journals.sagepub.com/share/GWQIKXGTSVNVRYETFJGB?target=10.1177/1468796818785936)’, *Ethnicities* 18/6 (2018), pp. 843-868
* M. Jay & S. Ramaswamy, (2014) [*Empires of Vision: A Reader*](https://read.dukeupress.edu/books/book/417/Empires-of-VisionA-Reader) (Duke University Press, 2014)
* C. Knowles, ‘[Seeing Race through the Lens](https://doi.org/10.1080/01419870600597917)’, *Ethnic and Racial Studies* 29/3 (2006), pp. 512-529
* P. S. Landau & D. D. Kaspin, [*Images and Empires: Visuality in Colonial and Postcolonial* *Africa*](https://ebookcentral.proquest.com/lib/cam/detail.action?docID=224222) (University of California Press, 2002)
* \*M. Maneri, ‘[Breaking the Race Taboo in a Besieged Europe: How Photographs of the “Refugee Crisis” Reproduce Racialized Hierarchy](https://doi.org/10.1080/01419870.2020.1723672)’, *Ethnic and Racial Studies* (2020), pp. 1-17
* \*M. G. Moreno Figueroa, ‘[Looking Emotionally: Photography, Racism and Intimacy in Research](https://journals.sagepub.com/doi/pdf/10.1177/0952695108095512)’, History of the Human Sciences 21/4 (2008), pp. 66-83
* K. Murji ‘[Using Racial Stereotypes in Anti-Racist Campaigns](https://doi.org/10.1080/01419870500465488)’, *Ethnic and Racial Studies* 29/2 (2006), pp. 260-280
* P. Phelan, [*Unmarked: The Politics of Performance*](https://ebookcentral.proquest.com/lib/cam/detail.action?docID=179272)(Routledge, 1996)
* \*C. Pinney, ‘The Parallel Histories of Anthropology and Photography’ in *Anthropology and Photography*, *1860-1920* (Yale University Press, 1992)
* R. Pérez, ‘[Brownface Minstrelsy: “José Jiménez,” the Civil Rights Movement, and the Legacy of Racist Comedy](https://journals.sagepub.com/share/HJKZ7MWE5YZMHEXBDE2Z?target=10.1177/1468796814548233)’, *Ethnicities* 16/1 (2016), pp. 40-67
* D. Poole, *Vision, Race, and Modernity: A Visual Economy of the Andean Image World* (Princeton University Press, 1997)
* \*D. Poole, ‘[An Image of “Our Indian”: Type Photographs and Racial Sentiments in Oaxaca, 1920–1940](https://read-dukeupress-edu.ezp.lib.cam.ac.uk/hahr/article-pdf/84/1/37/707884/hahr084-01_03poole.pdf)’, *Hispanic American Historical Review* 84/1 (2004), pp. 37-82
* D. Poole, ‘[An Excess of Description: Ethnography, Race and Visual Technologies](https://www-annualreviews-org.ezp.lib.cam.ac.uk/doi/10.1146/annurev.anthro.33.070203.144034)’, *Annual Review of Anthropology* 34 (2005), pp. 159-79
* J. Ryan, [*Picturing Empire: Photography and the Visualization of the British Empire*](https://ebookcentral.proquest.com/lib/cam/detail.action?docID=1583054) (University of Chicago Press, 1997)
* F. W. Twine, ‘[Visual Ethnography and Racial Theory: Family Photographs as Archives of Interracial Intimacies](https://doi.org/10.1080/01419870600597909)’, *Ethnic and Racial Studies* 29/3 (2006), pp. 487-511
* C. J. Williams, [*Framing the West. Race, Gender, and the Photographic Frontier in the Pacific Northwest*](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=129236&site=ehost-live&scope=site) (Oxford University Press, 2003)

***Supervision question****: What is the role of the visual in racialization processes? Answer with reference to specific contexts.*

***Thinking and talking question****: Hall argues that seeing is a cultural practice. What is the implication of this statement to how we see nature and the environment in the midst of the environmental crisis?*

***Mock exam question****: ‘The visual field is not neutral to the question of race’ (Butler 1993, 17). Discuss.*

### 7. Audiences (McPherson, 24th November)

**Summary:**  This topic covers how the understanding of audiences has evolved in media sociology, from the passive audiences of mass media to the active prosumer (producing consumer) of the social media era. We will interrogate how much the dominant technology of the time has shaped this understanding. Throughout, we will focus on how views on audiences relate to broader sociological questions around agency and power, and we will interrogate why more passive understandings of audiences are resurfacing just when our media are becoming ever more interactive.

**Seminar activity:** Find some media coverage of the phenomenon of fake news. Which understanding of the audience is represented? Why?

**Reading list:**

* \*I. Ang, ‘[Wanted: Audiences. On the Politics of Empirical AudienceStudies](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=141270&site=ehost-live&scope=site&ebv=EB&ppid=pp_174)’*,* in *Media and Cultural Studies: Keyworks* (Wiley-Blackwell 2006)
* \*S.E. Bird, ‘[Are We all Produsers Now? Convergence and Media Audience Practices’](https://www.tandfonline.com/doi/full/10.1080/09502386.2011.600532), *Cultural Studies*, 25/ 4-5 (2011), pp. 502-516
* \*R. Butsch ‘[Agency, Social Interaction, and Audience Studies](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=1101343&site=ehost-live&scope=site&ebv=EK&ppid=Page-__-48),’ in *Media Sociology: A Reappraisal* (Polity, 2014)
* N. Couldry, ‘[Theorising Media as Practice’](https://www.tandfonline.com/doi/pdf/10.1080/1035033042000238295), *Social Semiotics* 14/2 (2004): pp. 115–32.
* R. Crilley, M. Gillespie & A. Willis, ‘[Tweeting the Russian Revolution: RT’s #1917LIVE and Social Media Re-Enactments as Public Diplomacy](https://journals.sagepub.com/doi/full/10.1177/1367549419871353?casa_token=O3osLle5OqgAAAAA%3AFQhGTUbQ2ddMCemyAz6ifzuexW4OkZB7RHs0TEuGE702K4cSTpF5IPYpze96yRliYKb2pP5mbd28uqg)’, *European Journal of Cultural Studies*, 23/3 (2020), pp. 354–373
* S. Gunster, ‘[Engaging Climate Communication](https://www-taylorfrancis-com.ezp.lib.cam.ac.uk/books/e/9781315668734)’, in *Journalism and Climate Crisis: Public Engagement, Media Alternatives*. (Routledge, 2017)
* \*S. Hall, ‘[Encoding/Decoding](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=141270&site=ehost-live&scope=site&ebv=EB&ppid=pp_163)’in *Culture, Media, Language* (Hutchinson, 1980)
* S. Livingstone, ‘[Relationships between Media and Audiences: Prospects for Audience Reception Studies](http://eprints.lse.ac.uk/1005/1/Relationships_between_media_and_audiences%28LSERO%29.pdf)’, in *Media, Ritual and Identity: Essays in Honor of Elihu Katz* (Routledge, 1998)
* S. L. Nielsen & P. Sheets (2019) ‘[Virtual Hype Meets Reality: Users’ Perception of Immersive Journalism](file:///C%3A%5CUsers%5CElla%5CDocuments%5C5.%20Teaching%5C2020-21%5CSOC%207%5C10.1177%5C1464884919869399)’, *Journalism*, pp. 1-17
* D. Smythe, ‘[On the Audience Commodity and Its Work](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=141270&site=ehost-live&scope=site&ebv=EB&ppid=pp_230),’ in *Media and Cultural Studies: Keyworks* (Wiley-Blackwell 2006)
* S. Srinivasan & S. Diepeveen, ‘[The Power of the “Audience-Public”: Interactive Radio in Africa](https://journals.sagepub.com/doi/full/10.1177/1940161218779175)’, *The International Journal of Press/Politics*, 23/3 (2018), pp. 389–412
* S. S. Sundar and A. M. Limperos, ‘[Uses and Grats 2.0: New Gratifications for New Media](https://doi.org/10.1080/08838151.2013.845827)’, *Journal of Broadcasting & Electronic Media* 57/4 (2013): pp. 504–25
* J. Vega & C. Rodríguez, ‘[Citizens’ Media as Political Subjects: The Case of Community Media in Colombia](https://ebookcentral.proquest.com/lib/cam/reader.action?docID=431824&ppg=243)’, in *Internationalizing Media Studies: Impediments and Imperatives* (Taylor & Francis, 2009)

***Supervision question:*** *Does the active audience approach advance our understanding of media reception?*

***Thinking and talking question:*** *How does how audiences are understood impact how we communicate climate change?*

### 8. The sociology of intellectuals (Baert, 1st December)

**Summary:**  This topic introduces the sociology of intellectual life. In the first section, we compare the main theories and methodologies for the study of intellectuals. In the second, we explore how intellectual life has evolved since the beginning of the 20th century and we assess its current status today.

**Reading list:**

#### 1. The sociological study of intellectual life

* J. Alexander, ‘[Dramatic Intellectuals](https://ccs.yale.edu/sites/default/files/files/Alexander%20Articles/2016_DramaticIntellectuals.pdf)’, *International Journal of Politics, Culture, and Society* 29/4 (2016), pp. 341–358
* \*P. Baert, [*The Existentialist Moment: The Rise of Sartre as a Public Intellectual*](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=1055945&site=ehost-live&scope=site) (Polity Press, 2015) [‘Explaining Intellectuals: A Proposal’]
* P. Baert & M. Morgan, ‘[A Performative Framework for the Study of Intellectual Life](https://journals.sagepub.com/share/JYPESXSHQNMXWVFANF2D?target=10.1177/1368431017690737)’, *European Journal of Social Theory* 21/3 (2018), pp. 322-339
* \*P. Bourdieu, ‘[Intellectual Field and Creative Project](https://journals.sagepub.com/doi/10.1177/053901846900800205)’, *Social Science Information* 8 (1969), pp. 89-119
* C. Camic & N. Gross ‘[The New Sociology of Ideas](https://ebookcentral.proquest.com/lib/cam/detail.action?docID=351506)’, in *Blackwell Companion to Sociology* (John Wiley, 2001)
* \*R. Collins, [*Sociology of Philosophies: Global Theory of Intellectual Change*](https://hdl-handle-net.ezp.lib.cam.ac.uk/2027/heb.31532) (Harvard University Press, 1998)
* G. Eyal & L. Buchholz (2010) ‘[From the Sociology of Intellectuals to the Sociology of Interventions](https://d1wqtxts1xzle7.cloudfront.net/40621014/From_the_Sociology_of_Intellectuals_to_t20151203-15454-87bzr5.pdf?1449189136=&response-content-disposition=inline%3B+filename%3DFrom_the_Sociology_of_Intellectuals_to_t.pdf&Expires=1601401024&Signature=CgWBv9cWlMbLeMBgXPaZUhfvIo-hoXLtgIxjVc0CuN1tnoIlxoSlaPCQmk3wId3AYoD9XjVYiYmcnLYPbGl2UaPsvFlPMbc41JZ2u2U7infoN9hnAxNAR72bmxvmHL3tYmaogKCDOSQQIg~c9S4D38oNhd~hdk2DEhuNxh7xQjPWxmvBle6DgaGX3DtLh7Q4ayuExgHA8CcoR7D4nOD5tf2ZTmxb06pftfbwFgxd86Qxd52SYpmccAPFxk4FIyvY5yQWBdretEaizLUglgK67f3tALaDifKNgTzioO5H1pYtduz55o3KMZJTbfPnYcM8c0VXZUKZsF9jfuVDMjTtnQ__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA)’, *The Annual Review of Sociology* 36 (2010), pp. 117-137
* R. Eyerman, (2011) ‘[Intellectuals and Cultural Trauma](https://journals.sagepub.com/share/DDJ3RPPGKMUMDTXJXYYX?target=10.1177/1368431011417932)’, *European Journal of Social* Theory 14/4 (2011), pp. 453–467
* R. Eyerman, *Between Culture and Politics: Intellectuals in Modern Society* (Cambridge University Press, 1994)
* \*N. Gross, [*Richard Rorty: The Making of an American Philosopher*](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=298813&site=ehost-live&scope=site) (University of Chicago Press, 2008)
* M. Lamont, ‘[How to Become a Dominant French Philosopher: The Case of Jacques Derrida](https://www.jstor.org/stable/2780292)’, *American Journal of Sociology* 93/3 (1998), pp. 584-622
* M. Lamont, [*How Professors Think: Inside the Curious World of Academic Judgement*](https://ebookcentral.proquest.com/lib/cam/detail.action?docID=3300781)(Harvard University Press, 2009)
* \*T. Medvetz, ‘Bourdieu and the Sociology of Intellectual Life’, in [*The Oxford Handbook of Bourdieu*](https://www-oxfordhandbooks-com.ezp.lib.cam.ac.uk/view/10.1093/oxfordhb/9780199357192.001.0001/oxfordhb-9780199357192) (Oxford University Press, 2018)
* S. Ponzanesi & A. J. Habeb (eds.), *Postcolonial Intellectuals in Europe: Critics, Artists, Movements, and their Publics* (Rowan & Littlefield, 2018)
* D. Swartz, *Symbolic Power, Politics, and Intellectuals: The Political Sociology of Pierre Bourdieu* (University of Chicago Press, 2013)

#### 2. The changing nature of intellectual life

* P. Baert, (2015) [*The Existentialist Moment: The Rise of Sartre as a Public Intellectual*](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=1055945&site=ehost-live&scope=site) (Polity Press, 2015) [pp. 184-189]
* Z. Bauman, (1991) *Legislators and Interpreters: On Modernity, Postmodernity, and Intellectuals* (Polity, 1991)
* \*M. C. Desch (ed.), [*Public Intellectuals in the Global Arena*](https://www.vlebooks.com/Vleweb/Product/Index/946201?page=0) (University of Notre Dame Press), 2016)
* \*D. Drezner, [*The Ideas Industry: How Pessimists, Partisans and Plutocrats Are Transforming the Marketplace of Ideas*](http://www.vlebooks.com/Vleweb/Product/Index/950181?page=0)(Oxford University Press, 2017)
* G. Eyal, *The Crisis of Expertise* (Polity, 2019)
* R. Jacobs & E. Townsley, ‘[Media Meta-Commentary and the Performance of Expertise](https://journals.sagepub.com/share/F2PHIVND4QUUYFXHK4BC?target=10.1177/1368431017740720)’, *European Journal of Social Theory* 21/3 (2018), pp. 340–356
* B. Misztal, [*Intellectuals and the Public Good: Creativity and Civil Outrage*](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=206622&site=ehost-live&scope=site) (Cambridge University Press, 2007)
* \*T. Nichols, [*The Death of Expertise: The Campaign Against Established Knowledge and Why It Matters*](https://ezp.lib.cam.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=1450726&site=ehost-live&scope=site) (Oxford University Press, 2017)
* R. Posner, [*Public Intellectual: A Study of Decline*](https://ebookcentral.proquest.com/lib/cam/detail.action?docID=3300811) (Harvard University Press, 2001)
* P. Thijsen, W. Weyns and S. Mels, [*New Public Spheres: Recontextualising the Intellectual*](https://ebookcentral.proquest.com/lib/cam/detail.action?docID=1426871) (Routledge, 2016) [‘The Intellectual in the Public Sphere’]

***Supervision question:*** *How useful is positioning theory for explaining intellectual innovations and their reception?*

***Mock exam question:*** *How have the recent technological changes altered intellectual life?*

## Series 2: Digital Media and Everyday Life

**Aims of this series:**

* To further students’ understanding of the ways in which digital media affect different aspects of people’s everyday lives, from the conduct of interpersonal relationships to surveillance by states and corporations;
* To support students in their abilities to describe, compare and evaluate some of the main concepts and theories that have been used to study digital media and everyday life;
* To help students use relevant theories of culture and the media to assess how digital media can be empowering as well as disempowering for people in their everyday lives;
* To encourage students to critically assess the opportunities and threats that arise from digital media for people’s everyday lives.

### 1. Digital media, everyday life and inequality (Amundsen, 26th January)

**Summary:** Commencing with an introduction to the sociology of everyday life, this topic will go on to explore the relation between digital media, everyday life and social inequality. Using the concept of ‘labour’ as a lens for critical investigation, we will examine how labour is distributed in and through digital media and will scrutinise how this distribution intersects with old and new inequalities.

**Seminar activity:** In small groups, pick a social media platform from your everyday life and discuss the labour that your use of this app/platform generates, for whom, and how this labour might feed off/into social inequalities.

**Reading list:**

* C. Archer, '[Social Media Influencers, Post-Feminism and Neoliberalism: How Mum Bloggers’ ‘Playbour’ is Reshaping Public Relations'](https://journals.sagepub.com/doi/10.1177/2046147X19846530), *Public Relations Inquiry,* 8/2 (2019), pp. 149–166
* d. boyd, '[Inequality: Can Social Media Resolve Social Divisions?](https://www.vlereader.com/Reader?ean=9780300166439)', in *It’s Complicated: The Social Lives of Networked Teens* (Yale University Press, 2014)
* d. boyd, '[Introduction'](https://www.vlereader.com/Reader?ean=9780300166439), in *It’s Complicated: The Social Lives of Networked Teens* (Yale University Press, 2014)
* d. boyd, '[Social Media: A Phenomenon to be Analyzed'](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/2056305115580148), *Social Media + Society,* 1/1 (2015), pp. 1-2
* N. Couldry and U. A. Mejias, '[Data Colonialism: Rethinking Big Data's Relation to the Contemporary Subject](https://journals.sagepub.com/doi/full/10.1177/1527476418796632#articleCitationDownloadContainer)', *Television & New Media,* 20/4 (2019), pp. 336-349
* \*C. Fuchs & S. Sevignani, '[What Is Digital Labour? What is Digital Work? What's their Difference? And Why Do These Questions Matter for Understanding Social Media?](https://www.triple-c.at/index.php/triplec/article/view/461)', *tripleC,* 11/2, pp. 237-293
* M. Graham, I. Hjorth & V. Lehdonvirta, '[Digital Labour and Development: Impacts of Global Digital Labour Platforms and the Gig Economy on Worker Livelihoods'](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/1024258916687250), *Transfer: European Review of Labour and Research* 23/2 (2017), pp. 135–162
* L. Hjorth, '[Ambient and Soft Play: Play, Labour and the Digital in Everyday Life](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/1367549417705606)', *European Journal of Cultural Studies* 21/1 (2018), pp. 3–12
* J. Kücklich, '[Precarious Playbour: Modders and the Digital Games Industry](http://five.fibreculturejournal.org/fcj-025-precarious-playbour-modders-and-the-digital-games-industry/)', *The Fibreculture Journal* 5 (2005)
* \*U. A. Mejias, '[The Privatization of Social Life](https://www-jstor-org.ezp.lib.cam.ac.uk/stable/10.5749/j.ctt3fh6jh.6?refreqid=excelsior%3Ab4d5c015c8a6ba4709e73e11078988a2&seq=1#metadata_info_tab_contents)', in *Off the Network: Disrupting the Digital World* (University of Minnesota Press, 2013)
* \*P. Sztompka, '[The Focus on Everyday Life: a New Turn in Sociology](https://www-cambridge-org.ezp.lib.cam.ac.uk/core/journals/european-review/article/focus-on-everyday-life-a-new-turn-in-sociology/6A20D8C7DA67C364D37557D3663FA955)', *European Review* 16/1 (2008), pp. 23–37
* J. van Dijck & T. Poell, '[Understanding Social Media Logic](http://www.librelloph.com/ojs/index.php/mediaandcommunication/article/view/37)', *Media and Communication* 1/1 (2013), pp. 2–14
* J. Wajcman, '[How Silicon Valley Sets Time'](https://journals.sagepub.com/doi/10.1177/1461444818820073#articleCitationDownloadContainer), *New Media and Society,* 21/6 (2019), pp. 1272-1289
* A. J. Wood, M.Graham, V. Lehdonvirta & I. Hjorth, '[Good Gig, Bad Gig: Autonomy and Algorithmic Control in the Global Gig Economy'](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/0950017018785616), *Work, Employment and Society* 33/1 (2019), pp. 56-75
* A. J. Wood, M.Graham, V. Lehdonvirta & I. Hjorth, '[Networked but Commodified: The (Dis)Embeddedness of Digital Labour in the Gig Economy](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/0038038519828906)', *Sociology* 53/5 (2019), pp. 931–950

***Supervision question****: What implications do the new forms of labour generated by the digital age have for social inequality? Discuss using examples.*

***Thinking and talking question****: Have digital media created new connections between our everyday lives and the climate crisis? Discuss.*

### 2. Mediated intimacy (Amundsen, 2nd February)

**Summary:** This topic explores the increasing incorporation of digital media into our intimate lives and practices. We will examine how digital media affect practices and experiences of interpersonal closeness and address the opportunities and obstacles to intimacy that these create.

**Seminar activity:** Choose an app or digital platform that can be used for intimacy and think about how such use of this app/platform can influence how we understand and do intimacy.

**Reading list:**

* R. Amundsen, ‘"[A Male Dominance Kind of Vibe": Approaching Unsolicited Dick Pics as Sexism](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/1461444820907025)', *New Media & Society* (2020), pp. 1–16
* \*F. Attwood, J. Hakim & A. Winch, '[Mediated intimacies: bodies, technologies and relationships](https://www-tandfonline-com.ezp.lib.cam.ac.uk/doi/full/10.1080/09589236.2017.1297888)', *Journal of Gender Studies*, 26/3 (2017), pp. 249–253
* D. Chambers, 'Introduction' in [*Social Media and Personal Relationships: Online Intimacies and Networked Friendship*](https://www.vlebooks.com/Vleweb/Product/Index/1014126?page=0) (Palgrave Macmillan 2013)
* D. Chambers, 'Technologically Mediated Personal Relationships' in [*Social Media and Personal Relationships: Online Intimacies and Networked Friendship*](https://www.vlebooks.com/Vleweb/Product/Index/1014126?page=0) (Palgrave Macmillan 2013)
* J. Hakim, '[The Celebrity Male Nude Leak: Value Creation, Precarity and the Naked Male Body'](https://ebookcentral.proquest.com/lib/cam/reader.action?docID=5915286&ppg=54) in *Work That Body: Male Bodies in Digital Culture* (Rowman & Littlefield Publishers 2019)
* M. Hobbs, S. Owen & L. Gerber, '[Liquid Love? Dating Apps, Sex, Relationships and the Digital Transformation of Intimacy](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/1440783316662718)', *Journal of Sociology,* 53/2 (2017), pp. 271–284
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* S. Livingstone, '[On the Mediation of Everything'](https://academic-oup-com.ezp.lib.cam.ac.uk/joc/article/59/1/1/4098519), *Journal of Communication,* 59/1 (2009), pp. 1–18
* A. Massanari, '[#Gamergate and The Fappening: How Reddit’s Algorithm, Governance, and Culture Support Toxic Technocultures](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/1461444815608807)', *New Media & Society* 19/3 (2017), pp. 329–346
* S. McGlotten, '[Introduction'](https://ebookcentral.proquest.com/lib/cam/reader.action?docID=3408799&ppg=10) in *Virtual Intimacies: Media, Affect, and Queer Sociality* (State University of New York Press, 2013)
* \*M. Niesen, '[Love, Inc.: Toward Structural Intersectional Analysis of Online Dating Sites and Applications'](https://www-peterlang-com.ezp.lib.cam.ac.uk/view/9781454191018/chapter9.xhtml), in *The Intersectional Internet: Race, Sex, Class, and Culture Online* (Peter Lang Publishing 2016)
* S. Paasonen, '[Infrastructures of intimacy](https://www-taylorfrancis-com.ezp.lib.cam.ac.uk/books/e/9781315208589/chapters/10.4324/9781315208589-10)' in *Mediated Intimacies: Connectivities, Relationalities and Proximities* (Routledge 2018)
* \* S. Paasonen, B. Light B & K. Jarrett, '[The Dick Pic: Harassment, Curation, and Desire](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/2056305119826126)', *Social Media + Society* 5/2 (2019), pp. 1–10
* M. N. Petersen, K. Harrison, T. Raun et al., '[Introduction: Mediated Intimacies'](https://www-taylorfrancis-com.ezp.lib.cam.ac.uk/books/e/9781315208589/chapters/10.4324/9781315208589-1) in *Mediated Intimacies: Connectivities, Relationalities and Proximities* (Routledge 2018)
* J. Ringrose and M. Naezer, ['Adventure, Intimacy, Identity and Knowledge: How Social Media are Shaping and Transforming Youth Sexuality'](https://www-cambridge-org.ezp.lib.cam.ac.uk/core/books/cambridge-handbook-of-sexual-development/adventure-intimacy-identity-and-knowledge/F87A2B0193AF6F108DCB61F08161AC73), in *The Cambridge Handbook of Sexual Development: Childhood and Adolescence* (Cambridge University Press, 2019)

***Supervision question****: Who benefits from the expansion of digital technologies into the intimate sphere?*

***Thinking and talking question****: How does our turn towards digital media for intimacy relate to the climate crisis?*

### 3. Big data and the quantified self (Amundsen, 9th February)

**Summary:** Starting with the concept of the ‘quantified self’, this lecture is focused on the use of digital technology for self-tracking and to enhance self-knowledge. We will discuss how self-tracking as a particular approach to self-knowing informs understandings of the self and will explore links between self-tracking and the big data industry. In doing so, we are also going to critically discuss the social, political and economic implications of big data usage.

**Seminar activity:** In small groups, decide on an app or digital platform that can be used for self-tracking and think about how using this app can inform how we think about ourselves and others.

**Reading list:**

* V. Barassi, '[BabyVeillance? Expecting Parents, Online Surveillance and the Cultural Specificity of Pregnancy Apps](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/2056305117707188)', *Social Media + Society* 3/2 (2017), pp. 1–10
* K. Barta & G. Neff, '[Technologies for Sharing: Lessons from Quantified Self about the Political Economy of Platforms](https://www-tandfonline-com.ezp.lib.cam.ac.uk/doi/full/10.1080/1369118X.2015.1118520)', *Information, Communication & Society* 19/4 (2016), pp. 518–531
* N. Couldry & A. Powell, '[Big Data from the Bottom Up](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/2053951714539277)', *Big Data & Society*, (2014), pp. 1-5
* \*K. Crawford, J. Lingel & T. Karppi, '[Our Metrics, Ourselves: A Hundred Years of Self-Tracking from the Weight Scale to the Wrist Wearable Device](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/1367549415584857)', *European Journal of Cultural Studies,* 18 (2015), pp. 4–5
* A. S. Elias & R. Gill, '[Beauty Surveillance: The Digital Self-Monitoring Cultures of Neoliberalism](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/1367549417705604)', *European Journal of Cultural Studies*, 21/1 (2018), pp. 59-87
* J. P. Elman, '“[Find Your Fit”: Wearable Technology and the Cultural Politics of Disability'](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/1461444818760312), *New Media & Society* 20/10 (2018), pp. 3760–3777
* D. A. Epstein, N. B. Lee, J. H. Kang, et al., '[Examining Menstrual Tracking to Inform the Design of Personal Informatics Tools](https://dlnext-acm-org.ezp.lib.cam.ac.uk/doi/abs/10.1145/3025453.3025635)' in *Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems* (Association for Computing Machinery 2017)
* D. Lupton, '[Quantified Sex: A Critical Analysis of Sexual and Reproductive Self-Tracking Using Apps](https://www-tandfonline-com.ezp.lib.cam.ac.uk/doi/full/10.1080/13691058.2014.920528)', *Culture, Health & Sexuality* 17/4 (2015), pp. 440–453
* D. Lupton, '[Australian Women’s Use of Health and Fitness Apps and Wearable Devices: A Feminist New Materialism Analysis](https://www-tandfonline-com.ezp.lib.cam.ac.uk/doi/full/10.1080/14680777.2019.1637916)', *Feminist Media Studies* (2019), pp. 1–16
* D. Nafus & J. Sherman, '[This One Does Not Go Up to 11: The Quantified Self Movement as an Alternative Big Data Practice](https://search-proquest-com.ezp.lib.cam.ac.uk/docview/1880681567?accountid=9851&rfr_id=info%3Axri%2Fsid%3Aprimo)', *International Journal of Communication*, 8 (2014), pp. 1784–1794
* G. Neff & D. Nafus, '[Self-tracking and the Technology Industry](https://www.vlereader.com/Reader?ean=9780262334693)', in *Self-Tracking* (MIT Press 2016)
* \*K. Ostherr, S. Borodina, R. C. Bracken, et al., '[Trust and Privacy in the Context of User-Generated Health Data](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/2053951717704673)', *Big Data & Society* 4/1 (2017), pp. 1-11
* \*M. Ruckenstein & N. D. Schüll, '[The Datafication of Health](https://www-annualreviews-org.ezp.lib.cam.ac.uk/doi/10.1146/annurev-anthro-102116-041244)', *Annual Review of Anthropology,* 46/1 (2017), pp. 261–278
* R. Sanders, '[Self-Tracking in the Digital Era: Biopower, Patriarchy, and the New Biometric Body Projects](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/1357034X16660366)', *Body & Society* 23/1 (2017), pp. 36-63
* B. Williamson, '[Algorithmic Skin: Health-Tracking Technologies, Personal Analytics and the Biopedagogies of Digitized Health and Physical Education](https://www-tandfonline-com.ezp.lib.cam.ac.uk/doi/full/10.1080/13573322.2014.962494)', *Sport, Education and Society* 20/1 (2015), pp. 133–151

***Supervision question:*** *What can we learn about the self and society from self-tracking and big data? Discuss using examples.*

***Thinking and talking question:*** *How does the big data industry impact the environment?*

### 4. Surveillance and privacy (Amundsen, 16th February)

**Summary:** Taking the new visibilities of the digital age as a starting point, this lecture explores the implications that enhanced online presence has for privacy. Scrutinising privacy in relation to the issue of surveillance, we will examine the new online spheres where privacy and surveillance concerns come together and discuss how these inform social inequalities.

**Seminar activity:** Pick an organisation that advocates for privacy *or* a piece of legislation on privacy. In small groups, surface which discourses around technology and privacy inform this organisation/legislation, where these discourses come from, and why?

**Reading List:**

* J. Bossewitch & A. Sinnreich, '[The End of Forgetting: Strategic Agency Beyond the Panopticon](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/1461444812451565)', *New Media & Society,* 15/2 (2013), pp. 224–242
* G. Canella, '[Racialized Surveillance: Activist Media and the Policing of Black Bodies](https://academic-oup-com.ezp.lib.cam.ac.uk/ccc/article/11/3/378/5060328)', *Communication, Culture and Critique,* 11/3 (2018), pp. 378–398
* J. W. DeCew, '[The Feminist Critique of Privacy: Past Arguments and New Social Understandings](https://www-cambridge-org.ezp.lib.cam.ac.uk/core/books/social-dimensions-of-privacy/feminist-critique-of-privacy-past-arguments-and-new-social-understandings/F7A0A0603B803B4A189FE86BC6D5665B)', in *Social Dimensions of Privacy: Interdisciplinary Perspectives* (Cambridge University Press, 2015)
* C. Fuchs, '[Towards an alternative concept of privacy'](https://search-proquest-com.ezp.lib.cam.ac.uk/docview/1011936037/fulltextPDF/94E7F958834E47PQ/1?accountid=9851), *Journal of Information, Communication and Ethics in Society* , 9/4 (2011), pp. 220–237
* \*S. P. Gangadharan, '[The Downside of Digital Inclusion: Expectations and Experiences of Privacy and Surveillance among Marginal Internet Users'](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/full/10.1177/1461444815614053), *New Media & Society* 19/4 (2017), pp. 597–615
* D. Lupton, '[Digital Risk Society](https://www.vlereader.com/Reader?ean=9781315776835)', in *Routledge Handbook of Risk Studies* (Routledge, 2016)
* D. Lyon, '[Surveillance, Snowden, and Big Data: Capacities, Consequences, Critique](https://journals.sagepub.com/doi/10.1177/2053951714541861)', *Big Data & Society* 1/2 (2014), pp. 1–13
* \*A. Marwick, '[The Public Domain: Surveillance in Everyday Life'](https://ojs.library.queensu.ca/index.php/surveillance-and-society/article/view/pub_dom), *Surveillance & Society* 9/4 (2012), pp. 378–393
* A. E. Marwick and d. boyd, '[Understanding Privacy at the Margins](https://ijoc.org/index.php/ijoc/article/view/7053/2293)', *International Journal of Communication* 12 (2018), pp. 1157–1165
* H. F. Nissenbaum, '[Keeping Track and Watching Over Us](https://web-b-ebscohost-com.ezp.lib.cam.ac.uk/ehost/ebookviewer/ebook/bmxlYmtfXzMwOTI1MV9fQU41?sid=b67cb5a1-b320-4998-9931-baa3147cc052@sessionmgr101&vid=0&format=EB&lpid=lp_21&rid=0)', in *Privacy in Context: Technology, Policy, and the Integrity of Social Life* (Stanford Law Books 2010).
* \*K. Raynes-Goldie, '[Aliases, Creeping, and Wall Cleaning: Understanding pPrivacy in the Age of Facebook'](https://firstmonday.org/ojs/index.php/fm/article/view/2775), *First Monday* 15/1 (2010)
* D. J. Solove, ‘"[I’ve Got Nothing to Hide" and Other Misunderstandings of Privacy](https://heinonline-org.ezp.lib.cam.ac.uk/HOL/Page?lname=&public=false&collection=journals&handle=hein.journals/sanlr44&men_hide=false&men_tab=toc&kind=&page=745)', *San Diego Law Review* 44 (2007), pp. 745–772
* H. T. Tavani, '[Informational Privacy: Concepts, Theories, and Controversies](https://ebookcentral.proquest.com/lib/cam/reader.action?docID=353290&ppg=165)', in *The Handbook of Information and Computer Ethics* (Wiley, 2008)
* A. Viseu, A. Clement and J. Aspinall, '[Situating Privacy Online](https://www-tandfonline-com.ezp.lib.cam.ac.uk/doi/full/10.1080/1369118042000208924)', *Information, Communication & Society* 7/1, (2004), pp. 92–114
* S. Zuboff, ‘[Big Other: Surveillance Capitalism and the Prospect of Information Civilization](https://journals-sagepub-com.ezp.lib.cam.ac.uk/doi/abs/10.1057/jit.2015.5)’, *Journal of Information Technology,* 30 (2015), pp. 75-89

***Supervision question****: ‘Privacy is a privilege.’ Discuss through the lenses of visibility, surveillance and inequality.*

***Thinking and talking question****: What implications do the new visibilities of the digital age have for the environment?*

## Series 3: Political Communication

**Aims of this series:**

* To introduce students to some of the key concepts, theories, and debates about political communication;
* To encourage students to argue with and apply these concepts, theories, and debates;
* To inspire students to think critically about media, technologies, democracy, power and their own citizenship.

### 1. Populism, media and democracy (Panievsky, 23rd February)

**Summary:**  This topic introduces the complex and disputed relationship between media, populism and democracy. Drawing on interdisciplinary literature, it presents the dominant (and contested) definitions of populism, and reviews several popular claims regarding news media, social media and populism. Finally, it looks into different approaches to the role of media and populism within democratic societies. A variety of global cases will be used to demonstrate the challenges and opportunities that populism poses to contemporary societies, including populism by the media, through the media, and against the media.

**Seminar activity:** Choose a case of populism which you are familiar with (a politician, a movement, a news organisation, etc.) and analyse its relationship with media (social media, news media, media logic, etc.). What are the potential implications/opportunities for democracy?

**Reading list:**

* A. de Albuquerque ‘[Protecting Democracy or Conspiring against It? Media and Politics in Latin America: A glimpse from Brazil](https://journals.sagepub.com/doi/abs/10.1177/1464884917738376),’ *Journalism* 20/7 (2019), pp. 906-923
* P. Chakravartty and S. Roy, ‘[Mediatized Populisms: Inter-Asian Lineages](http://ijoc.org/index.php/ijoc/article/view/6703),’ *International Journal of Communication* 11 (2017), pp. 4073–92
* C. Cimaglio, ‘[“A Tiny and Closed Fraternity of Privileged Men”: The Nixon-Agnew Anti-Media Campaign and the Liberal Roots of the U.S. Conservative “Liberal Media” Critique](https://ijoc.org/index.php/ijoc/article/view/2633/1519),’ *International Journal of Communication* 10 (2016), pp. 1-19
* N. Curato, ‘[Flirting with Authoritarian Fantasies? Rodrigo Duterte and the New Terms of Philippine Populism](https://www.tandfonline.com/doi/full/10.1080/00472336.2016.1239751)’ *Journal of Contemporary Asia* 47/1 (2017), pp. 142-153
* J. L. Egelhofer and S. Lecheler, ‘[Fake News as a Two-Dimensional Phenomenon: A Framework and Research Agenda](https://www.tandfonline.com/doi/full/10.1080/23808985.2019.1602782),’ *Annals of the International Communication Association* 43/2 (2019), pp. 97-116
* T. U. Figenschou and K. A. Ihlebæk, ‘[Challenging Journalistic Authority: Media Criticism in Far-Right Alternative Media](https://www.tandfonline.com/doi/abs/10.1080/1461670X.2018.1500868)’, *Journalism Studies* 20/9(2019), pp. 1221-1237.
* O. Jutel, ‘[Affective Media, Cyber-Libertarianism and the New Zealand Internet Party](https://www.researchgate.net/publication/324863230_Affective_Media_Cyberlibertarianism_and_the_New_Zealand_Internet_Party),’ *triple C: Communication, Capitalism & Critique* (2017)
* \*B. Krämer, ’[Populism, Media and the Form of Society](https://academic.oup.com/ct/article/28/4/444/5060321),’ *Communication Theory* 24/1 (2014), pp. 42-60
* G. Mazzoleni, ‘[Mediatization and Political Populism](http://www.vlebooks.com/Vleweb/Product/Index/985218?page=0),’ in *Mediatization of Politics* (Palgrave, 2014)
* B. Moffitt, ‘[Transnational Populism? Representative Claims, Media and the Difficulty of Constructing a Transnational “People”](https://www.tandfonline.com/doi/full/10.1080/13183222.2017.1330086),’ *Journal of the European Institute for Communication and Culture* 24/4 (2017), pp. 409-425
* B. Ohm, ‘[Organizing Popular Discourse with and against the Media: Notes on the Making of Narendra Modi and Recep Tayyip Erdoğan as Leaders-without-Alternative](https://journals.sagepub.com/doi/abs/10.1177/1527476415575906),’ *Television & New Media,* 16/4 (2015), pp. 370–377
* V. Pickard, ‘[Media Failures in the Age of Trump](https://repository.upenn.edu/cgi/viewcontent.cgi?article=1778&context=asc_papers),’ *The Political Economy of Communication* 4/2 (2016), pp. 118-122
* \*S. Waisbord, ‘[Why Populism is Troubling for Democratic Communication](https://academic.oup.com/ccc/article/11/1/21/4953072),’ *Communication, Culture and Critique* 11/1 (2018), pp. 21–34
* S. Waisbord, ‘[Democracy, Journalism, and Latin American Populism](https://journals.sagepub.com/doi/full/10.1177/1464884912464178),’ *Journalism* 14/4 (2013), pp. 504-521
* \*R. Wodak, *The Politics of Fear* (Sage, 2015) [‘[Populism and Politics: Transgressing Norms and Taboos](https://www.researchgate.net/publication/282572733_The_Politics_of_Fear_What_Right-Wing_Populist_Discourses_Mean)’]

***Supervision question:*** *How can political economy help us understand the relationship between media, populism and democracy?*

***Thinking and talking question:*** *Could populism serve to raise awareness or prompt action around climate change? What role has populism played in the media coverage of the climate crisis? Is Extinction Rebellion a populist movement? [See: M. Beeson, ‘*[*Can environmental populism save the planet?*](https://theconversation.com/can-environmental-populism-save-the-planet-120768)*’ The Conversation, 21 August 2019]*

***Mock exam question:*** *What roles do populism by the media and populism through the media play within democracy?*

### 2. Visibility (McPherson, 2nd March)

**Summary:** Mediation has always afforded opportunities for visibility as concerns political communication, but these opportunities are also always embedded in power relations that inflect who is seen by whom. In this topic, we will follow the concept of visibility in media sociology as the subdiscipline moves from considering the mass media to thinking about new visibilities in the era of social media, machine learning and robots. In so doing, we will not only look at how the status quo vis-à-vis visibility is maintained, including through considering the perils of visibility, but we will also look at how it is being challenged.

**Seminar activity:** Choose a contested issue from current events and investigate the relationships between visibility and power that characterise it, using the concepts and arguments from the topic.

**Reading List:**

* \*R. Benjamin, *Race after Technology: Abolitionist Tools for the New Jim Code* (Polity, 2019) [‘[Coded Exposure: Is Visibility a Trap?](https://www.vlebooks.com/Vleweb/Product/Index/1674282?page=0)’]
* R. Bowles Eagle, ‘[Loitering, Lingering, Hashtagging: Women Reclaiming Public Space Via #BoardtheBus, #StopStreetHarassment, and the #EverydaySexism Project’](https://www.tandfonline.com/doi/abs/10.1080/14680777.2015.1008748?journalCode=rfms20), *Feminist Media Studies,* 15/2 (2013), pp. 350-53
* S. Browne, [*Dark Matters: On the Surveillance of Blackness*](https://read-dukeupress-edu.ezp.lib.cam.ac.uk/books/book/147/Dark-MattersOn-the-Surveillance-of-Blackness) (Duke University Press, 2015) [‘Introduction, and Other Dark Matters’]
* M. D. Clark, ‘[White Folks’ Work: Digital Allyship Praxis in the #BlackLivesMatter Movement](https://doi.org/10.1080/14742837.2019.1603104)’, *Social Movement Studies* 18/5 (2019), pp. 519-34
* S. Duguay, ‘[Lesbian, Gay, Bisexual, Trans, and Queer Visibility Through Selfies: Comparing Platform Mediators Across Ruby Rose’s Instagram and Vine Presence](https://journals.sagepub.com/doi/pdf/10.1177/2056305116641975)’, *Social Media + Society* April-June (2016), pp. 1-12
* S. Hall et al, *Policing the Crisis: Mugging, the State, and Law and Order* (Macmillan, 1978) [‘[The Social Production of News](https://www.vlebooks.com/Vleweb/Product/Index/895956?page=0)’]
* A. H. Jakubowicz, ‘[Alt\_Right White Lite: Trolling, Hate Speech and Cyber Racism on Social Media](https://epress.lib.uts.edu.au/journals/index.php/mcs/article/view/5655)’, *Cosmopolitan Civil Societies*, 9/3 (2017), pp. 41-60
* E. McPherson, ‘[Spot News versus Reportage: Newspaper Models, the Distribution of Newsroom Credibility, and Implications for Democratic Journalism in Mexico](http://ijoc.org/ojs/index.php/ijoc/article/view/1452/794)’, *International Journal of Communication* (2012)
* \*K. Mendes, J. Ringrose and J. Keller, [‘#MeToo and the Promise and Pitfalls of Challenging Rape Culture through Digital Feminist Activism’](https://journals.sagepub.com/doi/abs/10.1177/1350506818765318?journalCode=ejwa), *European Journal of Women’s Studies*, 25/2 (2018), pp. 236-46
* J. Nummi, C. Jennings & J. Feagin, [‘#BlackLivesMatter: Innovative Black Resistance](https://doi.org/10.1111/socf.12540)’, *Sociological Forum,* 34/S1 (2019), pp. 1042-64
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* J. Penney, ‘[Social Media and Symbolic Action: Exploring Participation in the Facebook Red Equal Sign Profile Picture Campaign’](https://onlinelibrary.wiley.com/doi/full/10.1111/jcc4.12092), *Journal of Computer-Mediated Communication*, 20/1 (2015), pp. 52-66
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* D. Zarkov and K. Davis, ‘[Ambiguities and Dilemmas around #MeToo: #ForHowLong and #WhereTo](https://journals.sagepub.com/doi/full/10.1177/1350506817749436)?’ *European Journal of Women’s Studies* 25/1(2018), pp. 3-9

***Supervision question:*** *Who benefits from the new politics of visibility in the digital age?*

***Thinking and talking question:*** *How has who and what are visible as concerns the climate crisis changed in recent years? Why?*

### 3. Witnessing (McPherson, 9th March)

**Summary:**  In this topic, we will build on the concept of mediation to take a closer look at the mediated practice of witnessing vis-à-vis the sphere of political communication that focuses on human rights – a counterpart to the practices around visibility we considered last week. We will consider the kinds of moral engagement and power dynamics that mediated witnessing involves through examining case studies of a range of witnessing in the digital age, from civilian witnessing to witnessing as part of a television audience, to data and virtual reality witnessing.

*Content note: The reading list and lecture contain references to incidents of human rights violations and conflict.*

**Seminar activity:** We will critically reflect on this topic through engaging with two projects developed at the University of Cambridge’s Department of Sociology and Centre of Governance and Human Rights. In pairs, and with an eye to the concepts and arguments of this topic, play the ‘Social Life of Data’ game and check out the [End Everyday Racism](https://racismatcambridge.org/) reporting platform.

**Reading list:**

* M. Ananny, ‘[Creating Proper Distance through Networked Infrastructure: Examining Google Glass for Evidence of Moral, Journalistic Witnessing](https://www-taylorfrancis-com.ezp.lib.cam.ac.uk/books/e/9781315727684/chapters/10.4324/9781315727684-6)’ in *Boundaries of Journalism* (Routledge, 2015)
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* S. Engle Merry, *The Seductions of Quantification: Measuring Human Rights, Gender Violence and Sex Trafficking* (The University of Chicago Press, 2016) [[Introduction: ‘A World of Quantification’](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=2ahUKEwiWhJabxI7lAhXIa8AKHe3LA7EQFjAAegQICBAC&url=https%3A%2F%2Fwww.press.uchicago.edu%2Fdam%2Fucp%2Fbooks%2Fpdf%2Fcourse_intro%2F978-0-226-26128-7_course_intro.pdf&usg=AOvVaw0h7Y5lCUvYTJ51BgM780bO)]
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* N. Farrell & S. Allan, ‘[Redrawing Boundaries: WITNESS and the Politics of Citizen Videos](https://journals.sagepub.com/doi/10.1177/1742766515606291)’, *Global Media and Communication*, 11/3 (2015), pp. 237–253
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* S. Gregory, ‘[Ubiquitous Witnesses: Who Creates the Evidence and the Live(d) Experience of Human Rights Violations?](https://www.tandfonline.com/doi/full/10.1080/1369118X.2015.1070891?needAccess=true&instName=University+of+Cambridge)’, *Information, Communication & Society*, 18/11 (2015), pp. 1378–1392
* M. Kyriakidou, ‘[Media Witnessing: Exploring the Audience of Distant Suffering](https://journals.sagepub.com/doi/10.1177/0163443714557981)’, *Media, Culture & Society* 37/2 (2014), pp. 215-231
* E. McPherson, ‘[Advocacy Organizations’ Evaluation of Social Media Information for NGO Journalism: The Evidence and Engagement Models](https://journals.sagepub.com/doi/abs/10.1177/0002764214540508),’ *American Behavioral Scientist* 59/1 (2015): pp. 124–48
* E. McPherson, ‘[Risk and the Pluralism of Digital Human Rights Fact-Finding and Advocacy](https://www.cambridge.org/core/books/new-technologies-for-human-rights-law-and-practice/risk-and-the-pluralism-of-digital-human-rights-factfinding-and-advocacy/FBF030B438D1F6CB7631C533A8A99D41),” in *New Technologies for Human Rights Law and Practice* (Cambridge University Press, 2018)
* M. Mortensen, ‘[Connective Witnessing: Reconfiguring the Relationship Between the Individual and the Collective’](https://www.tandfonline.com/doi/full/10.1080/1369118X.2015.1061574), *Information, Communication & Society*, 18/11 (2015), pp. 1393–1406
* K. Nash, ‘[Virtual Reality Witness: Exploring the Ethics of Mediated Presence](https://www.tandfonline.com/doi/full/10.1080/17503280.2017.1340796?needAccess=true&instName=University+of+Cambridge)’, *Studies in Documentary Film*, 12/2 (2018), pp. 119–131
* \*J. C. Ong, ‘[Witnessing Distant and Proximal Suffering within a Zone of Danger: Lay Moralities of Media Audiences in the Philippines](https://journals.sagepub.com/doi/10.1177/1748048515601555)’, *International Communication Gazette* 77/7 (2015), pp. 607-621
* J. D. Peters, ‘[Witnessing](https://journals.sagepub.com/doi/10.1177/016344301023006002)’, *Media, Culture & Society*, 23/6 (2001), pp. 707–723.
* S. Ristovska, ‘[Strategic Witnessing in an Age of Video Activism](https://journals.sagepub.com/doi/full/10.1177/0163443716635866)’, *Media, Culture & Society*, 38/7 (2016), pp. 1034–1047

***Supervision question:*** *What does the changing nature of witnessing tell us about the role of media in holding power to account?*

***Thinking and talking question:*** *What role has witnessing played in recent developments in the climate crisis?*

### 4. The future of journalism (McPherson, 16th March)

**Summary:**  Journalism, so the story goes, is in crisis, facing unprecedented challenges to its economic model due to the incursion of social media platforms; to its boundaries and practices with the rise of civilian witnessing, data and NGO journalism, as well as algorithmic reporting; and to its participants’ reputational and physical integrity with the explosion in ‘fake news’ and escalation of violence against journalists. In this last topic, we will explore this shifting and challenging terrain and the power dynamics and knowledge controversies that characterise it. This will take us back to the beginning of the paper, as whether or not we perceive journalism (or, more specifically, journalisms) as in crisis can depend on what we want journalism to be – namely, what norms and epistemologies we value in this practice.

**Seminar activity:** Learn about *The New York Times Magazine’s* [1619 Project](https://www.nytimes.com/interactive/2019/08/14/magazine/1619-america-slavery.html) that reframes the United States’ history by ‘placing the consequences of slavery and the contributions of black Americans at the very center of our national narrative.’ Investigate the controversy around this project (such as this sampling of reactions from the fields of [history](https://www.nytimes.com/2019/12/20/magazine/we-respond-to-the-historians-who-critiqued-the-1619-project.html) and [journalism](https://www.niemanlab.org/2020/02/the-new-york-times-is-using-the-1619-project-to-market-how-the-truth-can-change-how-we-see-the-world-and-subscriptions/)). What can this controversy tell us about the future of journalism?

**Reading list:**

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* S. Allan, *Citizen Witnessing: Revisioning Journalism in Times of Crisis* (Polity, 2013) [‘[Accidental Journalism](http://www.vlebooks.com/Vleweb/Product/Index/245895?page=0)’]
* R. Arnoldo González & F. V. Rodelo, ‘[Double-Edged Knife: Practices and Perceptions of Technology and Digital Security among Mexican Journalists in Violent Contexts](https://www.tandfonline.com/doi/full/10.1080/25729861.2020.1746502?src=recsys)’, *Tapuya: Latin American Science, Technology and Society*, (2020), pp. 1–21
* V. Belair-Gagnon, *Social Media at BBC News: The Re-Making of Crisis Reporting* (Routledge, 2015) [[‘“Auntie” Takes on Social Media’](https://www-taylorfrancis-com.ezp.lib.cam.ac.uk/books/9781315742052/chapters/10.4324/9781315742052-11)]
* M. Carlson, ‘[Automating Judgment? Algorithmic Judgment, News Knowledge, and Journalistic Professionalism](https://journals.sagepub.com/share/CYXST764RPWCGYBRANAB?target=10.1177/1461444817706684)’, *New Media & Society*, 20/5 (2018), pp. 1755–1772
* A. Christin, [*Metrics at Work: Journalism and the Contested Meaning of Algorithms*](https://www-degruyter-com.ezp.lib.cam.ac.uk/princetonup/view/title/575882) (Princeton University Press, 2020 [‘Introduction’]
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* \*E. McPherson, I. Guenette Thornton and M. Mahmoudi, ‘[Open Source Investigations and the Technology-Driven Knowledge Controversy in Human Rights Fact-Finding](https://www.researchgate.net/publication/330728680_Open_Source_Investigations_and_the_Technology-Driven_Knowledge_Controversy_in_Human_Rights_Fact-Finding),’ in *Digital Witness: Using Open Source Information for Human Rights Investigation, Documentation and Accountability* (OUP, 2020)
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* C. Mellado et al. ‘[Comparing Journalism Cultures in Latin America: The Case of Chile, Brazil and Mexico](https://journals.sagepub.com/doi/full/10.1177/1748048511426994)’, *International Communication Gazette*, 74/1 (2012), pp. 60–77
* B. Mutsvairo, ‘[Challenges Facing Development of Data Journalism in Non-Western Societies](https://www.tandfonline.com/doi/full/10.1080/21670811.2019.1691927?needAccess=true&instName=University+of+Cambridge)’, *Digital Journalism*, 7/9 (2019), pp. 1289–1294
* M. Powers, ‘[NGOs as Journalistic Entities: The Possibilities, Promises and Limits of Boundary Crossing](https://www-taylorfrancis-com.ezp.lib.cam.ac.uk/books/e/9781315727684/chapters/10.4324/9781315727684-12)’ in *Boundaries of Journalism* (Routledge, 2015)
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* K. Wahl-Jorgensen, ‘[Resisting Epistemologies of User-Generated Content?](https://www-taylorfrancis-com.ezp.lib.cam.ac.uk/books/e/9781315727684/chapters/10.4324/9781315727684-11)*’* in *Boundaries of Journalism*. (Routledge, 2015).
* S. Waisbord, ‘[Truth is What Happens to News](https://doi.org/10.1080/1461670X.2018.1492881)’, *Journalism Studies*, 19/13 (2018), pp. 1866–1878

***Supervision question:*** *Is journalism in crisis?*

***Thinking and talking question:*** *What should the study and practice of media do to address the climate crisis?*