

Faculty of Human, Social and Political Studies
PPS Tripos Part IIB 2017-18
SOC 7: Media, Culture and Society

Overview

- **Course Organiser:** Dr Ella McPherson, em310@cam.ac.uk
- **Lecturers:**
 - Dr Ella McPherson, em310@cam.ac.uk
 - Dr Tiffany Page tp442@cam.ac.uk
 - Professor John Thompson, jbt1000@cam.ac.uk
- **Supervision:** Organised centrally by Dr McPherson in the first lecture. Students and Directors of Studies may make their own independent arrangements, but should inform Dr McPherson before the first lecture, and at the latest by mid-October.
- **Aims and objectives of the paper:**
 - To provide knowledge and understanding of key theoretical debates and analytical approaches to the study of culture, media, symbolic forms, digital media and platforms in their social contexts;
 - To deepen theoretical understanding by reference to a range of substantive topics and different areas of culture and media;
 - To develop intellectual skills in critical analysis and interdisciplinary perspectives, including those that cross over between the social sciences and humanities;
 - To develop oral and written 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 digital media and its focus will range in different years from communications media (primarily television and new media) to everyday life. Lectures examine key theories and debates in the study of culture and media through the work of writers such as Adorno, Benjamin, Bourdieu, Habermas and Stuart Hall. Lecture content varies each year as the paper is research-led. Topics include: cultural production, text, and reception; ethnographies of production and reception; public sphere theory; politics and the media; political economy; analysing digital media; media and identity; public opinion; theories of everyday life; culture and power. This is an advanced paper which builds on foundations in the study of culture and media given in Parts I and IIa.
- **Structure of the paper:** The paper begins with a one-hour **Introduction** by Dr McPherson in week 1 of Michaelmas Term. It then has three lecture series and a revision lecture:
 - **Introduction**
 - 1 one-hour lecture in Michaelmas, week 1
 - Lecturer: Dr McPherson
 - **Theories of Culture and the Media**
 - 13 two-hour lectures in Michaelmas, weeks 2-8
 - Lecturers: Professor Thompson, Dr McPherson and Dr Page
 - **Digital Media and Everyday Life**
 - 8 one-hour lectures in Lent, weeks 1-8
 - Lecturer: Dr McPherson
 - **Media and Politics**
 - 8 one-hour lectures in Lent, weeks 1-8
 - Lecturer: Dr McPherson
 - **Revision lecture**
 - 1 two-hour lecture in Easter, week 1
 - Lecturer: Dr McPherson

- **Mode of teaching and supervision arrangements:** Lectures are central to this paper; students are strongly advised to attend all of them. The two-hour lecture blocks allow us to use illustrative materials. The paper requires at least 6 supervisions, of which at least 4 essay-based, preferably held regularly over the academic year. The reading lists and essay questions below each lecture are meant to provide guidance for students and supervisors; starred readings are the core literature for each topic. Students are not expected to cover all of the topics, but to make a balanced selection in consultation with their supervisors. A revision lecture and possible revision supervision will occur in the first two weeks of Easter term.
- **Mode of assessment:** The paper will be assessed by one three-hour unseen examination.
- **Useful textbooks:** There are no textbooks that cover all the material in the paper. However, these books give useful introductions or overviews for major components of the paper:
 - *Theories of Culture and the Media:*
 - P. Bourdieu, *The Field of Cultural Production* (Polity, 1993)
 - J. Curran and M. Gurevitch (eds.), *Mass Media and Society* (Arnold, 2000)
 - P. Marris and S. Thornham (eds.), *Media Studies: A Reader* (Edinburgh University Press, 2002)
 - R. Silverstone, *Why Study the Media* (Sage, 1999)
 - J. Tomlinson, *Globalization and Culture* (Polity, 1999)
 - J. Thompson, *The Media and Modernity* (Polity, 1995)
 - S. Waisbord, *Media Sociology: A Reappraisal* (Polity, 2014)
 - *Digital Media and Everyday Life*
 - N.K. Baym, *Personal Connections in the Digital Age* (Polity, 2010)
 - J. Curran, N. Fenton, and D. Freedman, *Misunderstanding the Internet*, 2nd ed. (Routledge, 2016)
 - C. Fuchs, *Social Media: A Critical Introduction* (Sage, 2014)
 - S. Lindgren, *Digital Media and Society* (Sage, 2017)
 - D. Lupton, *Digital Sociology* (Routledge, 2015)
 - U.A. Meijas, [*Off the Network: Disrupting the Digital World*](#) (University of Minnesota Press, 2013)
 - J. van Dijck, *The Culture of Connectivity: A Critical History of Social Media* (Oxford University Press, 2013)
 - *Media and Politics:*
 - J. C. Alexander, E. B. Breese, and M. Luengo (eds.), *The Crisis of Journalism Reconsidered: Democratic Culture, Professional Codes, Digital Future* (Cambridge University Press, 2016)
 - L. Bennett and R. Entman (eds.), *Mediated Politics: Communication and the Future of Democracy* (Cambridge: CUP, 2001)
 - J. Blumler and M. Gurevitch, *The Crisis of Public Communication* (London: Routledge, 1995)
 - P. Dahlgren, *Media and Political Engagement*. (Cambridge: CUP, 2009)
 - B. McNair, *An Introduction to Political Communication*, 6th Edition (London: Routledge, 2017)

Introduction

Dr McPherson

Michaelmas 2017, Tue. 2-3pm (week 1, 10 Oct)

Series 1: Theories of Culture and the Media

Professor Thompson, Dr McPherson and Dr Page

Michaelmas 2017, Tue. 2-4pm (weeks 2-8, beginning 17 Oct)

Aims of this series:

- To provide students with an introduction to some of the key theoretical approaches to the study of culture and the media;
- To give students a sense of the value and the fruitfulness of these approaches, while at the same time alerting them to the shortcomings;
- To encourage students to read some of the classic texts in the field of media and cultural studies, and encourage them to engage critically with these texts;
- To introduce students to some of the key debates in the field.

1. The Frankfurt School and the Theory of the Culture Industry (JT)

- *T.W. Adorno, *The Culture Industry*, In J.M. Bernstein (ed.), *The Culture Industry: Selected Essays on Mass Culture* (Routledge, 1991), esp. chs. 2,3 6-9
- T.W. Adorno, *The Stars Down to Earth* (Routledge, 1994)
- W. Benjamin, 'The Work of Art in the Age of Mechanical Reproduction', in his *Illuminations* (Fontana, 1973)
- D. Held, *Introduction to Critical Theory* (Polity, 1980), esp. ch.3
- A. Honneth, *The Critique of Power* (MIT, 1991), esp. Part I
- *M. Horkheimer & T. Adorno, 'The Culture Industry' in *Dialectic of Enlightenment* (Verso, 1979)
- D. Kellner, *Critical Theory, Marxism and Modernity* (Polity, 1989), esp. chs. 5 & 6
- S. Mueller-Doohm, *Adorno: A Biography* (Polity, 2005)
- H. Steinert, *Culture Industry* (Polity, 2002)
- R. Wiggershaus, *The Frankfurt School* (Polity, 1994)

What, if anything, is worth sustaining in Horkheimer's and Adorno's critique of the culture industry?

2. Habermas and the Theory of the Public Sphere (JT)

- O. Baisnée, 'The European Public Sphere Does Not Exist (At Least It's Worth Wondering)', *European Journal of Communication*, 22/4 (2007), 493-503.
- J. Bohman, 'The Internet as a Public Sphere' in P. Shane (ed.), *Democracy Online*, (Routledge, 2004)
- *C. Calhoun (ed.), *Habermas and the Public Sphere* (MIT, 1992), esp. chs. 5, 12, 17, 18.
- P. Dahlgren, *Television and the Public Sphere* (Sage, 1995)
- N. Garnham, *Capitalism and Communication* (Sage, 1990)
- J. Landes, *Women and the Public Sphere in the Age of the French Revolution* (Cornell, 1988)
- *J. Habermas, *The Structural Transformation of the Public Sphere* (Polity, 1989)
- J. Habermas, 'Political Communication in Media Society: Does Democracy still have an Epistemic Dimension?' in J. Habermas (ed.), *Europe: The Faltering Project* (Polity, 2009)
- T. McCarthy, *The Critical Theory of Jürgen Habermas* (Polity, 1978)
- *K. Nash (ed.), *Transnationalizing the Public Sphere* (Polity, 2014), esp. chs. 1, 2, 4, 7
- C. Sunstein, *republic.com* (Princeton, 2001)
- J. Thompson, *The Media and Modernity* (Polity, 1995), chs. 2, 4 and 8

How useful is Habermas's notion of the public sphere for understanding the political potential of the internet?

3. The Sociology of Culture I: Bourdieu and the Theory of Fields (JT)

- R. Benson and E. Neveu (eds.), *Bourdieu and the Journalistic Field* (Polity, 2005)
- P. Bourdieu, *Distinction* (Harvard, 1984)
- *P. Bourdieu, *On Television* (The New Press, 1998)
- P. Bourdieu, *Language and Symbolic Power*, ed. J. Thompson (Polity, 1991)
- *P. Bourdieu, *The Field of Cultural Production*, ed. R. Johnson (Polity, 1992), esp. chs. 1-3
- P. Bourdieu, *The Rules of Art* (Polity, 1996)
- P. Bourdieu, *Sketch for a Self-Analysis* (Polity, 2007)
- P. Bourdieu and Loic Wacquant, *An Invitation to Reflexive Sociology* (Polity, 1992)
- *C. Calhoun et al. (eds.), *Bourdieu: Critical Perspectives* (Polity, 1993)
- B. Fowler (ed.), *Reading Bourdieu on Society and Culture* (Blackwell, 2000)

Either (a) Assess the usefulness of Bourdieu's theory of fields for analysing cultural production. **Or (b)** Why does Bourdieu say that the field of cultural production is 'the economic world reversed'? Is he right?

4. The Sociology of Culture II: Becker and the Production of Culture (JT)

- *H. Becker, *Art Worlds*, updated edition (California, 2008)
- D. Crane (ed.), *The Production of Culture* (Sage, 1992)
- P. Dimaggio, 'Cultural Entrepreneurship in Nineteenth Century Boston', *Media, Culture and Society*, 4 (1982), pp. 30-50, 303-22
- *R. Peterson, 'The Production of Culture: A Prolegomenon', in R. Peterson (ed.), *The Production of Culture* (Sage, 1976)
- R. Peterson, 'Culture Studies through the Production Perspective: Progress and Prospects', in D. Crane (ed.), *The Sociology of Culture* (Blackwell, 1994)
- *R. Peterson and N. Anand, 'The Production of Culture Perspective', *American Review of Sociology*, 30 (2004), pp. 311-34
- W. Powell and P DiMaggio (eds.), *The New Institutionalism in Organizational Analysis* (Chicago, 1991)
- S. Thornton, *Seven Days in the Art World* (Granta, 2008)

Why does Becker reject the view that works of art are the creations of individual artists? Is he right?

5. Medium Theory (JT)

- J. Carey, *Communication as Culture* (Unwin Hyman, 1989), esp. Ch. 6
- *H. Innis, *Empire and Communications* (OUP, 1950)
- H. Innis, *The Bias of Communication* (Toronto, 1951)
- M. McLuhan, *The Gutenberg Galaxy* (Routledge, 1962)
- *M. McLuhan, *Understanding Media* (Routledge, 1964)
- J. Meyrowitz, 'Medium Theory' in D. Crowley and D. Mitchell (eds.), *Communication Theory Today* (Polity, 1994)
- W. Ong, *Orality and Literacy* (Methuen, 1982)

Were Innis and McLuhan technological determinists?

6. The Media and Modernity (JT)

- A. Adut, *On Scandal* (CUP, 2008)
- *K. H. Jamieson, *Eloquence in an Electronic Age* (OUP, 1988)
- *J. Meyrowitz, *No Sense of Place* (OUP, 1985)
- *J. Thompson, *The Media and Modernity* (Polity, 1995)
- *J. Thompson, *Political Scandal* (Polity, 2000)
- J. Thompson, 'The New Visibility', *Theory, Culture and Society*, 22/6 (2005), pp. 31-52
- A. S. Markovitz and M. Silverstein (eds.), *The Politics of Scandal* (Holmes & Meier, 1988), esp. Introduction

Evaluate the argument that mediated visibility is a double-edged sword.

7. The Political Economy of Media and Technology (EMcP)

- B. Bagdikian, *The New Media Monopoly* (Boston Beacon Press, 2004)
- P. Chakravartty and Y. Zhao, 'Introduction: Toward a Transcultural Political Economy of Global Communications', In *Global Communications: Toward a Transcultural Political Economy*, P. Chakravartty and Y. Zhao (eds) (Rowman & Littlefield Publishers, 2007)
- N. Dyer-Witheford, *Cyber-Marx: Cycles and Circuits of Struggle in High Technology Capitalism* (University of Illinois Press, 1999).
- *D. Freedman, *The Contradictions of Media Power* (Bloomsbury, 2013) [Chapter 1: 'Approaches to Media Power' and chapter 2: 'Elites, Ownership and Media Power']
- C. Fuchs, 'Information and Communication Technologies & Society: A Contribution to the Critique of the Political Economy of the Internet', *European Journal of Communication*, 24/1 (2009), pp. 69-87

- C. Fuchs, *Digital Labour and Karl Marx* (Routledge, 2014)
- N. Garnham, 'Contribution to a Political Economy of Mass Communication', *Media, Culture and Society*, 1 (1979), pp. 123–146.
- N. Garnham, *Emancipation, the Media and Modernity: Arguments about the Media and Social Theory* (Oxford University Press, 2000)
- N. Garnham, 'The Political Economy of Communication Revisited,' In *The Handbook of Political Economy of Communications*, J. Wasko, G. Murdock and H. Sousa (eds), (Wiley-Blackwell, 2011)
- G. Goggin, 'Facebook's Mobile Career', *New Media & Society*, 16/7 (2014), pp. 1068–86.
- P. Golding and G. Murdock, 'Culture, Communications and Political Economy', in J. Curran and M. Gurevitch (eds), *Mass Media and Society*, Fourth Edition (Arnold, 2004)
- *J. Hardy, *Critical Political Economy of the Media* (Routledge, 2014), esp. 'Part I: Mapping Approaches and Themes'
- E. Hermann and N. Chomsky, *Manufacturing Consent: The Political Economy of Mass Media* (New York: Pantheon, 1989)
- E. Hermann and M. McChesney, *Global Media: The New Missionaries of Global Capitalism* (Continuum, 2001)
- R. Mansell, 'Political Economy, Power and New Media', *New Media & Society* 6/1 (2004), pp. 96–105.
- *R.M. McChesney, *The Political Economy of the Media: Enduring Issues, Emerging Dilemmas* (Monthly Review Press, 2008)
- E. R. Meehan and E. Riordan (eds.), *Sex and Money: Feminism and Political Economy in the Media* (University of Minnesota Press, 2002)
- V. Mosco, 'Current Trends in the Political Economy of Communications', *Global Media Journal*, 1/1 (2008), pp. 45-63
- O. Boyd-Barrett and C. Newbold (eds.), *Approaches to Media* (Arnold, 1995), [Section 4: 'Political Economy']
- S. Wagner and M. Fernández-Ardèvol, 'Local Content Production and the Political Economy of the Mobile App Industries in Argentina and Bolivia', *New Media & Society* 18/8 (2016), pp. 1768–86.
- D. Winseck, 'Reconstructing the Political Economy of Communication for the Digital Media Age', *The Political Economy of Communication* 4/2 (2016), pp. 73-114.

Assess the strengths and limitations of a political economy approach to media power.

8. The Economics and Structure of Cultural Industries (EMcP)

- *D. Croteau and W. Haynes, *Media Society: Industries, Images and Audiences* (Sage, 2003) [Chapter 2: 'The Economics of the Media Industry']
- G. Doyle, *Media Ownership: The Economics and Politics of Convergence and Concentration in the UK and European Media* (Sage, 2002)
- G. Doyle, *Understanding Media Economics* (Sage, 2002)
- *D. Hesmondhalgh, *The Cultural Industries*, 3rd ed. (Sage, 2013) ['Introduction', chapter 6: 'Ownership, Structure and Size,' and chapter 7: 'Creativity and Commerce, Organisation and Labour']
- D. Hesmondhalgh and S. Baker, *Creative Labour: Media Work in Three Cultural Industries*, (Routledge, 2011)
- S. Lash and J. Urry, *Economies of Signs and Space* (Sage, 1994)
- T. Miller, N. Govil, J. McMurria, R. Maxwell, and T. Wang, *Global Hollywood 2* (British Film Institute, 2004)
- J. Wasko, *Hollywood in the Information Age: Beyond the Silver Screen* (Polity, 1994)
- J. Wasko, *Understanding Disney: The Manufacture of Fantasy* (Polity, 2001)
- H. L. Vogel, *Entertainment Industry Economics: A for Financial Analysis* (Cambridge University Press, 2001)

How do the economics of the media and cultural industries affect the content of artistic works?

9. Cultural Studies (EMcP)

- A. Dorfman and A. Mattelart, *How to Read Donald Duck: Imperialist Ideology in the Disney Comic* (I. G. Editions, 1975)

- S. Hall, 'Cultural Studies and Its Theoretical Legacies', in D. Morley and K.-H. Chen (eds) *Stuart Hall: Critical Dialogues in Cultural Studies* (Routledge, 1996)
- *R. Hoggart, *The Uses of Literacy* (Penguin, 1957) ['The Newer Mass Art Sex in Shiny Packets']
- R. Hoggart, *Mass Media in a Mass Society* (Continuum International Publishing Group, 2006)
- R. Mejia, 'The Epidemiology of Digital Infrastructure', in S. U. Noble and B. M. Tynes (eds) *The Intersectional Internet: Race, Sex, Class, and Culture Online*, (Peter Lang, 2016)
- A. McRobbie, *The Uses of Cultural Studies: A Textbook* (Sage, 2005)
- C. Rojek and B. Turner, 'Decorative Sociology: Towards a Critique of the Cultural Turn', *The Sociological Review* 48/4 (2000), pp. 629–48
- L. Taylor, *The Work of Richard Hoggart, Thinking Allowed* 26/08/2009. <http://www.bbc.co.uk/programmes/b00m6gg9>
- E.P. Thompson, *The Making of the English Working Class* (Penguin, 1981) ['Preface' and chapter 10: 'Standards and Experiences']
- R. Williams, *Culture and Society: 1780 – 1950* (Pelican books, 1971)
- R. Williams, *Marxism and Literature* (Oxford University Press, 1977) [Chapter 1: 'Basic Concepts']
- R. Williams, *Culture* (Fontana Press, 1981)
- *R. Williams, 'Culture is Ordinary' in A. Gray and J. McGuigan (eds) *Studying Culture: An Introductory Reader* (Arnold, 1993)
- *R. Williams, *Culture and Materialism* (Verso, 2005) [Chapter 2]

Are Raymond Williams' and Richard Hoggart's analyses of working class culture a celebration or a damning report?

10. Subculture Theory (EMcP)

- A. Bennett, 'Subcultures or Neo-Tribes? Rethinking the Relationship between Youth, Style and Musical Taste', *Sociology* 33/3 (1999): pp. 599–617
- S. Cohen, *Folk Devils and Moral Panics* (Blackwell, 1980) [Introduction]
- *S. Hall and T. Jefferson (eds), *Resistance through Rituals* (Hutchinson, 1976) [Chapters 1, 4 and 5]
- *D. Hebdige, *Subculture: The Meaning of Style* (Methuen, 1979)
- A. McRobbie, 'Settling Accounts with Subculture: A Feminist Critique' in A. McRobbie (ed) *Feminism and Youth Culture*, London: (Palgrave, 1991)
- A. McRobbie, *Feminism and Youth Culture* (Macmillan, 1991)
- D. Muggleton, 'The Post-Subculturalist', in S. Redhead, D. Wynne, and J. O'Connor, eds., *The Clubcultures Reader: Readings in Popular Cultural Studies* (John Wiley & Sons, 1998)
- T. Polhemus, 'In the Supermarket of Style', in S. Redhead, D. Wynne, and J. O'Connor, eds., *The Clubcultures Reader: Readings in Popular Cultural Studies* (John Wiley & Sons, 1998)
- B. Schiermer, 'Late-Modern Hipsters: New Tendencies in Popular Culture', *Acta Sociologica* 57/2 (2014): pp. 167–81
- S. Thornton, *Club Cultures: Music, Media and Subcultural Capital* (Polity, 1995)
- S. Thornton and K. Gelder (eds), *The Subcultures Reader* (Routledge, 1997)
- P. Webb, *Exploring the Networked Worlds of Popular Music: Milieu Cultures* (Routledge, 2007) [Chapters 1 and 2]
- P. Willis, *Learning to Labour* (Saxon House, 1977)
- P. Willis, *Profane Culture* (Routledge, 1978)

Are youth subcultures forms of resistance to mainstream culture?

11. Media Texts: Semiotics, Myth and the Construction of Meaning (TP)

- *R. Barthes, *Camera Lucida: Reflections on Photography* (Hill and Wang, 1981)
- *R. Barthes, *Mythologies* (Vintage Books, 2000)
- J. Berger, *Ways of Seeing* (Penguin Books, 1972)
- J. Cullerm, *Barthes. A Very Short Introduction* (Oxford University Press, 2002)
- *F. de Saussure, *Course in General Linguistics* (Duckworth Press, 1983), pp. 65-69, 71-3
- J. Fiske, 'The Codes of Television', In P. Marris and S. Thornham (eds.) *Media Studies: A Reader* (Edinburgh University Press, 2002)

- S. Hall, 'The Work of Representation', in S. Hall(Ed.), *Cultural Representations and Signifying Practices* (SAGE,1997)
- *D. Inglis and J. Hughson, *Confronting Culture: Sociological Vistas* (Polity, 2003) [Chapter 5]
- M. Lane (ed.), *Structuralism: A Reader* (Open University Press, 1980)
- D. Laughey, *Key themes in Media Theory* (Open University Press, 2007) [Chapter 4]
- M. Moriarty, *Roland Barthes* (Polity, 1991), pp. 19-30
- D. Strinati, *An Introduction to Theories of Popular Culture* (Routledge, 1995), pp. 77-109
- J. Watson, *Media Communication: An Introduction to Theory and Process* (Palgrave, 2003) [Chapter 2]

According to Barthes, 'myths' in media texts are the ideological communications of the dominant culture. Is this true today? Give examples to illustrate your answer.

12. Representations of Gender in the Media (TP)

- *D. Laughey, *Key Themes in Media Theory* (Open University Press, 2007) [Chapter 6]
- *D. Gauntlett, *Media, Gender and Identity: An Introduction* (Routledge, 2002) [Chapters 8 and 9]
- C. Geraghty, 'Women and Soap Opera' In Polity (ed.), *Polity Reader in Cultural Theory* (Polity, 1993) [Chapter 17]
- R. Gill, *Gender and the Media* (Polity, 2007)
- M. Mac an Ghaill and C. Haywood, *Men and Masculinities: Theory, Research and Social Practice* (Open University Press, 2003)
- *A. McRobbie, *Feminism and Youth Culture: From 'Jackie' to 'Just Seventeen'* (Routledge, 1991)
- S. Nixon, 'Advertising, Magazine Culture, and the 'New Man'' in P. Marris and S. Thornham (eds.), *Media Studies: A Reader* (Edinburgh University Press, 2002)
- J. Winship, *Advertising in Women's Magazines: 1956-74* (Centre for Contemporary Cultural Studies, University of Birmingham, 1980)
- M. Wykes and B. Gunter, *The Media and Body Image: If Looks Could Kill* (Sage, 2002)

Are gender identities a reflection of the dominant portrayals of femininity and masculinity in the media?

13. The Mediatization of Suffering (TP)

- S. Ahmed, *The Cultural Politics of Emotion*. 2nd Edition (Edinburgh University Press, 2004)
- *I. Allende, 'And of Clay Are We Created' in I. Allende, *The Stories of Eva Luna* (MacMillan, 1988)
- T. Asad, 'Agency and Pain: An Exploration', *Culture and Religion*, 1/1 (2000), pp. 29-60
- J. L. Austin, *How to Do Things with Words: The William James Lectures Delivered at Harvard University in 1955* (Clarendon Press, 1962)
- J. Butler, *Precarious Life: The Powers of Mourning and Violence* (Verso, 2004) [Chapter 5]
- *J. Butler, *Frames of War: When is Life Grievable?* (Verso, 2009) ['Preface' and Chapters 1 and 2]
- J. Butler and A. Athanasiou, *Dispossession: The Performative in the Political* (Polity Press. 2013)
- L. Chouliaraki, 'Mediating Vulnerability: Cosmopolitanism and the Public Sphere', *Media, Culture & Society* 35/1 (2013): pp. 105–12.
- S. Cohen, *States of Denial: Knowing About Atrocities and Suffering* (Polity Press, 2000) [Chapter 7: 'Images of Suffering']
- R. Gay, *Hunger: A Memoir of (My) Body* (Harper, 2017)
- S. Orgad, 'Proper Distance from Ourselves: The Potential for Estrangement in the Mediapolis', *International Journal of Cultural Studies* 14/4 (2011): pp. 401–21
- T. Page, '[Vulnerable Writing as a Feminist Methodological Practice](#)', *Feminist Review* 115/1 (2017): pp. 13–29
- S. Thobani's speech at the 'Women's Resistance: From Victimization to Criminalization' conference in Ottawa on October 1 2001: <http://www.herizons.ca/node/131>
- S. Thobani, 'White Wars: Western Feminisms and the "War on Terror"', *Feminist Theory*, 8/2 (2007), pp. 169-185

Is the mediated representation of suffering always justified? Consider questions of agency in your answer.

14. Media Reception: Audiences, from Effects to Active Audience (EMcP)

- I. Ang, 'Wanted: Audiences. On the Politics of Empirical Audience Studies', In P. Marris and S. Thornham (eds.), *Media Studies: A Reader* (Edinburgh University Press, 2002)
- *S.E. Bird, 'Are We all Producers Now? Convergence and Media Audience Practices', *Cultural Studies*, 25/ 4-5 (2011), pp. 502-516
- R. Butsch 'Agency, Social Interaction, and Audience Studies,' in S. Waisbord (ed) *Media Sociology: A Reappraisal* (Polity, 2014)
- N. Couldry, 'Theorising Media as Practice', *Social Semiotics* 14/2 (2004): pp. 115–32.
- P. Elliot, 'Uses and Gratifications Research: A Critique', In P. Marris and S. Thornham (eds.), *Media Studies: A Reader* (Edinburgh University Press, 2002)
- H. Eysenck and D.K.B Mias, 'Desensitisation, Violence and the Media', In P. Marris and S. Thornham (eds.), *Media Studies: A Reader* (Edinburgh University Press, 2002)
- A. Gray, 'Behind Closed Doors: Video Recorders in the Home', In P. Marris and S. Thornham (eds.), *Media Studies: A Reader* (Edinburgh University Press, 2002)
- *S. Hall, 'Encoding/Decoding' In P. Marris and S. Thornham (eds.) *Media Studies: A Reader* (Edinburgh University Press, 2002)
- S. Hall et al., 'The Social Production of News', In P. Marris and S. Thornham (eds.), *Media Studies: A Reader* (Edinburgh University Press, 2002)
- D. Laughey, *Key Themes in Media Theory* (Maidenhead: Open University Press, 2007) [Chapter 2]
- D. McQuail et al, 'The Television Audience: A Revised Perspective', In P. Marris and S. Thornham (eds.), *Media Studies: A Reader* (Edinburgh University Press, 2002)
- S. S. Sundar and A. M. Limperos, 'Uses and Grats 2.0: New Gratifications for New Media', *Journal of Broadcasting & Electronic Media* 57/4 (2013): pp. 504–25
- *J. Watson, *Media Communication: An Introduction to Theory and Process* (Palgrave, 2003) [Chapter 3]

Does the active audience approach advance our understanding of media reception?

Series 2: Digital Media and Everyday Life

Dr McPherson

Lent 2018, Thu. 2-3pm (weeks 1-8, beginning 18 Jan)

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 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: New Economies, Inequality and Sociality

- d. boyd, *It's Complicated: The Social Lives of Networked Teens* (Yale University Press, 2015) [Chapter 6: 'Inequality: Can Social Media Resolve Social Divisions?']
- M. Castells, *Communication Power* (Oxford University Press, 2013) [Chapter 2: 'Communication in the Digital Age']
- K. Crawford and T. Gillespie 'What Is a Flag for? Social Media Reporting Tools and the Vocabulary of Complaint', *New Media & Society* 18/3 (2016): pp. 410–28
- J. Curran, N. Fenton, and D. Freedman, *Misunderstanding the Internet*, 2nd ed. (Routledge, 2016) [Chapters 1: 'The Internet of Dreams' and 3: 'The Internet of Capital']
- C. Fuchs, *Social Media: A Critical Introduction* (SAGE, 2014) [Chapter 2: 'What is Social Media?' and Chapter 5: 'The Power and Political Economy of Social Media']

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Does slacktivism benefit the other or the self?

Series 3: Political Communication

Dr Ella McPherson

Lent 2018, Tuesday 4-5pm (weeks 1-8, beginning 23 January)

Aims of this series:

- To introduce students to some of the key concepts, theories, and debates about journalism and democracy;
- To encourage students to argue with and apply these concepts, theories, and debates;
- To inspire students to think critically about media, democracy, and power.

1. Media and Democracy

- B. Bagdikian, *The New Media Monopoly* (Beacon Press, 2004)
- P. Bourdieu, *On Television* (The New Press, 1998)
- N. Couldry and J. Turow, 'Advertising, Big Data and the Clearance of the Public Realm: Marketers' New Approaches to the Content Subsidy', *International Journal of Communication* 8 (2014): pp. 1710-26.
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What is worse for democratic journalism, the state or the market?

2. The Mediatization of Politics

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- P. Donges and O. Jarren, 'Mediatization of Political Organizations: Changing Parties and Interest Groups?' In F. Esser and J. Strömbäck (eds.), *Mediatization of politics: Understanding the transformation of Western Democracies* (Palgrave, 2014)
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- O. Driessens, K. Raeymaeckers, H. Verstraeten and S. Vandenbussche, 'Personalization According to Politicians: A Practice Theoretical Analysis of Mediatization' *Communications* 35/3 (2010), pp. 309-326
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Is politics gradually becoming more dependent on the media?

3. From the 'CNN Effect' to the 'Al Jazeera Effect': Agenda-Setting and Policy-Making

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- *P. Jakobsen, 'Focus on the CNN Effect Misses the Point: The Real Media Impact on Conflict Management Is Invisible and Indirect', *Journal of Peace Research* 37/2 (2000), pp. 131-143
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Do the media influence policy-making?

4: Public Opinion

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'Public opinion does not exist' (Bourdieu). Discuss.

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Is journalism in crisis?

Revision lecture

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Easter 2018, Tuesday 2-4pm (week 1, 1 May)