

Faculty of Human, Social and Political Studies
Sociology, Part IIB, 2019-20
SOC 7: Media, Culture and Society

Overview

Course Organiser:

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

Lecturers:

- Dr Rikke Amundsen, rba26@cam.ac.uk
- Prof Jennifer Gabrys, jg899@cam.ac.uk
- Dr Ella McPherson, em310@cam.ac.uk
- Dr Tiffany Page, tp422@cam.ac.uk
- Dr Jorge Saavedra Utman, jsu21@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 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 and with democracy and other norms; aspects such as cultural production, the effects of mediums on societies, representation, and audiences; and cultural studies. Lectures examine key concepts, theories and debates in these areas, as well as in the empirical areas of political communication and digital media and everyday life. In all cases, lecture content may vary between years as the paper is research-led and benefits from the range of expertise among its lecturers. This is an advanced paper which builds on foundations in the study of media, culture, and information and communication technologies given in Parts I and IIA.

Changes from last year:

This course has gone through a restructuring between 2018-19 and 2019-20, though much of the content remains the same. The number of topics, and thus supervision questions and potential exam questions, has been reduced from 30 to 15 by combining two related topics into one and then asking supervision questions and exam questions that are broader and can be answered by any of the material in that topic. This is following student and supervisor feedback that this would be preferred in order to simplify supervision arrangements as well as exam preparation and to allow students to focus more on their independent argumentation. This is also in line with the direction across papers in the Department. Furthermore, the orienting principle of the topics has moved away from theorists and towards concepts. Some new topics were introduced in the Political Communication as well as the Digital Media and Everyday Life series to reflect the research expertise of the teaching team. A mock exam will be provided at the end of Michaelmas to support students in their preparation for the exam. To reflect the Department's pedagogical concern with the climate emergency,

literature and 'thinking and talking' questions have been added in places to connect topics to the climate emergency.

Structure of the paper:

- **Theories of Culture and the Media**
 - One introductory lecture in Michaelmas, week 1, Tuesday 2-3:30pm (15th Oct)
 - Seven two-hour theory lectures in Michaelmas, weeks 2-8, Tuesdays 2-4pm (22nd Oct +)
 - Lecturers: Dr McPherson and Dr Page
 - 17 Mill Lane, room B, 1st floor
- **Digital Media and Everyday Life**
 - Four topics, each made up of two one-hour lectures on sub-topics
 - Eight one-hour lectures in Lent, weeks 1-8, Thursdays 2-3pm (16th Jan +)
 - Lecturers: Dr Amundsen, Dr McPherson and Dr Page
 - 17 Mill Lane, room B, 1st floor
- **Political Communication**
 - Four topics, each made up of two one-hour lectures on sub-topics
 - Eight one-hour lectures in Lent, weeks 1-8, Tuesdays 4-5pm (21st Jan +)
 - Lecturer: Prof Gabrys, Dr McPherson and Dr Saavedra Utman
 - 17 Mill Lane, room B, 1st floor
- **Revision lecture**
 - 1 one-hour Q&A session in Easter, week 1, Tuesday 2-3pm (28th Apr)
 - Lecturer: Dr McPherson
 - 17 Mill Lane, room B, 1st floor

Mode of teaching and supervision arrangements:

- Lectures are central to this paper; students are strongly advised to attend all of them. The two hours of lecture per topic allow us to use illustrative materials and to engage in classroom activities.
- The paper requires at least six supervisions held regularly 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. Students should answer the relevant supervision question in the paper guide and will receive written feedback on these essays from their supervisors. 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 in question and the climate emergency.
- 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. Students are not expected to cover all of the topics, but rather to make a balanced selection in consultation with their supervisors.
- A revision Q&A session and revision supervisions will occur in the first few weeks of Easter term. For the revision supervision, students should submit one mock exam essay done under exam conditions (closed-book, timed and handwritten/typed) at least 24 hours in advance and will receive written feedback.
- Supervision is organised centrally by Dr McPherson using a Google sheet that will be shared in the introductory lecture.

Mode of assessment:

- The paper will be assessed by a three-hour unseen examination. Students will choose three questions from an undivided exam paper.

Series 1: Theories of Culture and the Media

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 their shortcomings;
- To introduce students to some of the key debates in the field.

1. Introduction to the study of media and culture (McPherson, 15th October)

- P. du Gay et al. *Doing Cultural Studies: The Story of the Sony Walkman* (SAGE, 1996) [[Introduction](#)]
- R. Maxwell and T. Miller, '[Greening Media Studies](#),' *Media and the Ecological Crisis* (Routledge, 2016)
- S. Waisbord, *Media Sociology: A Reappraisal* (Polity, 2014) [Introduction]

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

2. Capitalism, media and culture (McPherson, 22nd October)

- T.W. Adorno, *The Culture Industry: Selected Essays on Mass Culture* (Routledge, 1991) [Chapter 3: '[Culture Industry Reconsidered](#)']
- W. Benjamin, *Illuminations* (Fontana, 1973) [['The Work of Art in the Age of Mechanical Reproduction'](#)]
- C. Bolaño, G. Mastrini and F. Sierra, *Political Economy, Communication and Knowledge: A Latin American Perspective* (IAMCR, 2012) [Introduction]
- *P. Chakravartty and Y. Zhao, '[Introduction: Toward a Transcultural Political Economy of Global Communications](#),' 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'](#)]
- E. Dussel, '[From Critical Theory to the Philosophy of Liberation: Some Themes for Dialogue](#),' *TRANSMODERNITY: Journal of Peripheral Cultural Production of the Luso-Hispanic World* 1/2 (2011): pp. 16-43.
- *D. Freedman, *The Contradictions of Media Power* (Bloomsbury, 2013) [Chapters 1 and 2]
- 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
- *N. Garnham, '[The Political Economy of Communication Revisited](#),' In *The Handbook of Political Economy of Communications*, (Wiley-Blackwell, 2011)
- 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)
- 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']
- *M. Horkheimer & T. Adorno, *Dialectic of Enlightenment* (Verso, 1979) [['The Culture Industry'](#)]
- H. Lee, '[The Political Economy of "Creative Industries"](#),' *Media, Culture & Society* 39/7 (2017), 1078–1088
- J. Lewis and T. Boyce, 'Climate Change and the Media: The Scale of the Challenge,' in *Climate Change and the Media* (Peter Lang, 2009)
- R. Mansell, '[Political Economy, Power and New Media](#),' *New Media & Society* 6/1 (2004): pp. 96–105.
- V. Mosco, '[Current Trends in the Political Economy of Communications](#),' *Global Media Journal*, 1/1 (2008), pp. 45-63
- *E. R. Meehan, 'Intersections and New Directions: On Feminism and Political Economy,' 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* (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', *Ethnicities*, 13/6 (2013), 818–837.
- H. Steinert, *Culture Industry* (Polity, 2002)
- S. Wagner and M. Fernández-Ardévol, '[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.
- J. Wasko, '[Challenging Disney Myths](#),' *Journal of Communication Inquiry* 25/3 (2001): pp. 237–57
- D. Winseck, '[Reconstructing the Political Economy of Communication for the Digital Media Age](#),' *The Political Economy of Communication* 4/2 (2016), pp. 73-11

Supervision question: How can we understand the relationship between capitalism and media and/or culture?

Thinking and talking question: How does the political economy of the media shape coverage of the climate crisis?

3. Democracy, media and culture (and other norms) (McPherson, 29th October)

- J.C. Alexander, '[The Meaningful Construction of Inequality and the Struggles Against It: A 'Strong Program' Approach to How Social Boundaries Change](#),' *Cultural Sociology*, 1/1 (2007), pp. 23-30.
- F. Banda, '[Negotiating Journalism Ethics in Zambia: Towards a 'Glocal' Ethics](#),' in *Media Ethics Beyond Borders: A Global Perspective* (Routledge, 2010)
- H. A. Baker, Jr. 'Critical Memory and the Black Public Sphere,' in *The Black Public Sphere* (University of Chicago Press: 1996)
- C. Calhoun (ed.), *Habermas and the Public Sphere* (MIT, 1992) [Chapters 5, 12, 17 and 18]
- N. Couldry, M. Madianou, and A. Pinchevski [eds], *Ethics of Media* (Palgrave Macmillan 2013) [chapters 2 and 3]
- C. D'Ignazio and L Klein, *Data Feminism* (MIT Press Open, 2019) [[Chapter 2: On Rational, Scientific, Objective Viewpoints from Mythical, Imaginary, Impossible Standpoints](#)]
- N. Fraser, '[Transnationalizing the Public Sphere: On the Legitimacy and Efficacy of Public Opinion in a Post-Westphalian World](#),' *Theory, Culture & Society*, 24/4 (2007): pp. 7-30.
- N Fraser, '[Publicity, Subjection, Critique](#),' in *Transnationalizing the Public Sphere*. Oxford (Polity Press, 2014).
- *J. Habermas, *The Structural Transformation of the Public Sphere* (Polity, 1989) [Introduction]
- J. Habermas, '[Political Communication in Media Society: Does Democracy still have an Epistemic Dimension?](#)' in J. Habermas (ed.), *Europe: The Faltering Project* (Polity, 2009)
- J. Landes, '[Women and the Public Sphere: A Modern Perspective](#),' *Social Analysis: The International Journal of Social and Cultural Practice* 15 (1984): pp. 20–31
- B. McNair, *An Introduction to Political Communication*, 6th Edition (London: Routledge, 2017) [Chapter 2: 'Politics, Democracy and the Media']
- *S. U. Noble. *Algorithms of Oppression: How Search Engines Reinforce Racism* (NYU Press, 2018) [Introduction and Conclusion]
- Z. Papacharissi, '[The Virtual Sphere 2.0: The Internet, the Public Sphere, and Beyond](#),' in *Handbook of Internet Politics* (Routledge, 2008)
- J. Saavedra Utman. *Media Commons and Social Movements, Grassroots Mediations Against Neoliberal Politics* (Routledge, 2019) [Chapter 2]
- *J. Thompson, *The Media and Modernity* (Polity, 1995) [Chapter 2]

Supervision question: Is the public sphere a useful normative framework for analysing and/or designing media systems?

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?

4. Cultural production (McPherson, 5th November)

- *H. Becker, *Art Worlds* (California, 2008) [Esp. Chapter 1: 'Art Worlds and Collective Activity']
- R. Benson and E. Neveu (eds.), *Bourdieu and the Journalistic Field* (Polity, 2005) [Chapters 1 and 11]
- G. Born, '[The Social and the Aesthetic: For a Post-Bourdieuian Theory of Cultural Production](#)', *Cultural Sociology*, 4/2 (2010), 171–208.
- W. Bottero and N. Crossley, '[Worlds, Fields and Networks: Becker, Bourdieu and the Structures of Social Relations](#)', *Cultural Sociology*, 5/1 (2011), pp. 99–119.
- *P. Bourdieu, *The Field of Cultural Production* (Polity, 1992) [Chs. 1-3]
- P. Bourdieu, *Distinction: A Social Critique of the Judgement of Taste* (Routledge, 2013) ['Introduction to the First Edition']
- P. Bourdieu, *On Television* (The New Press, 1998)
- P. Dimaggio, '[Cultural Entrepreneurship in Nineteenth Century Boston](#)', *Media, Culture and Society*, 4 (1982), pp. 30-50, 303-22
- N. García Canclini, *Art beyond Itself: Anthropology for a Society without a Story Line* (Duke University Press, 2014) [Chapter 1: Aesthetics and Social Sciences: Converging Doubts]
- *S. Hall, C. Critcher, T. Jefferson, J. Clarke, & B. Roberts, *Policing the Crisis: Mugging, the State, and Law and Order* (Macmillan London, 1978) [Chapter 3: The Social Production of News]
- R. Maxwell and T. Miller, 'Talking Rubbish: Green Citizenship, Media, and the Environment,' in *Climate Change and the Media* (Peter Lang, 2009)
- E. McPherson, '[Spot News versus Reportage: Newspaper Models, the Distribution of Newsroom Credibility, and Implications for Democratic Journalism in Mexico](#)', *International Journal of Communication* (2012)
- T. Moi, '[Appropriating Bourdieu: Feminist Theory and Pierre Bourdieu's Sociology of Culture](#)', *New Literary History*, 22/4 (1991), 1017–1049.
- *L. Nochlin, '[Why Have There Been No Great Women Artists?](#)', *ARTnews* (2015)
- R. Peterson and N. Anand, '[The Production of Culture Perspective](#)', *American Review of Sociology*, 30 (2004), pp. 311-34
- *M. Schudson, '[The Objectivity Norm in American Journalism](#)', *Journalism* 2/2 (2001), pp. 149–70
- M. Schudson, 'The Sociology of News Production Revisited (Again)', in *Mass Media and Society* (Arnold, 2000)
- S. Thornton, *Seven Days in the Art World* (Granta, 2008)

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

Thinking and talking question: Why do studies of the production of culture often overlook materiality, and what consequences does this have?

5. Mediums, societies and modernities (McPherson, 12th November)

- B. Anderson, *Imagined Communities* (Verso, 2006) [Introduction]
- C. Arcila Calderón, A. C. Barranquero and E. A. González Tanco, '[From Media to Buen Vivir: Latin American Approaches to Indigenous Communication](#)', *Communication Theory*, 28/2 (2018), pp. 180–201
- M. de Bruijn, '[Connecting in Mobile Communities: an African Case Study](#)', *Media, Culture & Society*, 36/3 (2014), pp. 319-335.
- N. Couldry and U. A. Mejias. 2019. '[Data Colonialism: Rethinking Big Data's Relation to the Contemporary Subject](#)', *Television & New Media*, 2/4 (2019), pp. 336–49
- J. Gabrys, *Digital Rubbish: A Natural History of Electronics* (The University of Michigan Press, 2011) [Introduction]
- *H. Innis, *Empire and Communications* (OUP, 1950) [Esp. Introduction]
- J. Martín-Barbero, '[Communication from Culture: The Crisis of the National and the Emergence of the Popular](#)', *Media, Culture & Society*, 10/4 (1988), 447–465.
- *M. McLuhan, *Understanding Media* (Routledge, 1964) [Chapter 1: 'The Medium is the Message']
- J. Meyrowitz, '[Medium Theory](#)', in *Communication Theory Today* (Polity, 1994)
- V. Mosco, *To the Cloud: Big Data in a Turbulent World* (Routledge, 2014) [Chapter 3: 'Selling the Cloud Sublime']
- W. Ong, *Orality and Literacy* (Methuen, 1982) [Chapter 4: 'Writing Restructures Consciousness']

- *J. Thompson, *The Media and Modernity* (Polity, 1995) [Chapter 2: 'The Media and the Development of Modern Societies']
- J. Thompson, *Political Scandal: Power and Visibility in the Media Age* (Polity, 2000)
- J. Thompson, 'The New Visibility', *Theory, Culture and Society*, 22/6 (2005), pp. 31-52.
- *S. Wyatt, '[Technological Determinism Is Dead; Long Live Technological Determinism](#)', in *The Handbook of Science and Technology Studies* (MIT Press, 2008)

Supervision question: *Is medium theory technologically deterministic, and does this matter?*

Thinking and talking question: *How are the dominant mediums of today connected to the climate crisis?*

6. Cultural studies and subcultures (McPherson, 19th November)

- 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, '[Cultural Studies: Two Paradigms](#)', *Media, Culture & Society*, 2/1 (1980), 57–72.
- *S. Hall, '[Cultural Studies and Its Theoretical Legacies](#)', in *Stuart Hall: Critical Dialogues in Cultural Studies* (Routledge, 1996)
- *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, *Feminism and Youth Culture* (Palgrave, 1991) ['Settling Accounts with Subculture: A Feminist Critique']
- A. McRobbie, *The Uses of Cultural Studies: A Textbook* (Sage, 2005) [Chapter 1: 'Stuart Hall and the Inventiveness of Cultural Studies']
- 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)
- C. Rojek and B. Turner, '[Decorative Sociology: Towards a Critique of the Cultural Turn](#)', *The Sociological Review* 48/4 (2000), pp. 629–48
- B. Schiermer, '[Late-Modern Hipsters: New Tendencies in Popular Culture](#)', *Acta Sociologica* 57/2 (2014): pp. 167–81
- E.P. Thompson, *The Making of the English Working Class* (Penguin, 1981) ['Preface' and chapter 10: 'Standards and Experiences']
- S. Thornton, *Club Cultures: Music, Media and Subcultural Capital* (Polity, 1995)
- R. Weinzierl and D. Muggleton, *The Post-Subcultures Reader* (Berg Publishers, 2003) ['What is Post-subcultural Studies Anyway?']
- *R. Williams, '[Culture is Ordinary](#)', in *Studying Culture: An Introductory Reader* (Arnold, 1993)
- P. Willis, *Learning to Labour* (Saxon House, 1977)

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?*

7. Media Texts: Representation and the Construction of Meaning (Page, 26th November)

- *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)
- M. Durham and D. Kellner, *Media and Cultural Studies Works* (Revised Edition) (Blackwell Publishing, 2001) [In particular chapters 13 and 24 to 27]
- 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)
- Y. Gunaratnam and A. Chandan (eds), *A Jar of Wild Flowers: Essays in Celebration of John Berger* (University of Chicago Press, 2016)

- *S. Hall, 'The Work of Representation', in S. Hall (ed), *Cultural Representations and Signifying Practices* (SAGE, 1997) [in particular this chapter but there are useful articles in the entire book]
- D. Inglis and J. Hughson, *Confronting Culture: Sociological Vistas* (Polity, 2003) [Chapter 5]
- H. Jones, Y. Gunaratnam, G. Bhattacharyya, W. Davies, S. Dhaliwal, K. Forkher, E. Jackson, and R. Saltus, *Go Home? The Politics of Immigration Controversies* (Manchester University Press, 2017)
- D. Laughey, *Key themes in Media Theory* (Open University Press, 2007) [Chapter 4]
- D. Olusoga, *Black and British: A Forgotten History* (Pan Books, 2016)
- 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) [Ch. 2]
- J. Webb, *Understanding Representation* (Sage, 2009)

Supervision question: Does representation matter?

8. Audiences (McPherson, 3rd December)

- I. Ang, 'Wanted: Audiences. On the Politics of Empirical Audience Studies', in *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
- C. Butler and N. Pidgeon, 'Media Communications and Public Understanding of Climate Change: Reporting Scientific Consensus on Anthropogenic Warming,' in *Climate Change and the Media* (Peter Lang, 2009)
- *R. Butsch 'Agency, Social Interaction, and Audience Studies,' in *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 *Media Studies: A Reader* (Edinburgh University Press, 2002)
- H. Eysenck and D.K.B Mias, 'Desensitisation, Violence and the Media', in *Media Studies: A Reader* (Edinburgh University Press, 2002)
- A. Gray, 'Behind Closed Doors: Video Recorders in the Home', in *Media Studies: A Reader* (Edinburgh University Press, 2002)
- *S. Hall, '[Encoding/Decoding](#)' in *Culture, Media, Language* (Hutchinson, 1980)
- D. Laughey, *Key Themes in Media Theory* (Maidenhead: Open University Press, 2007) [Chapter 2]
- T. Liebes and E. Katz, *Export of Meaning: Cross-Cultural Readings of 'Dallas'* (Polity Press, 1993) [Chapter 2: 'Reading Television: Television as Text and Viewers as Decoders']
- D. McQuail et al, 'The Television Audience: A Revised Perspective', in *Media Studies: A Reader* (Edinburgh University Press, 2002)
- D. Smythe, '[On the Audience Commodity and Its Work](#),' in *Media and Cultural Studies: Keywords* (Blackwell Publishers, 2001)
- 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*, Fourth Edition (Palgrave, 2016) [Chapter 5: 'The Audience for Media: Substance and Shadow']

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

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. Data, inequality and everyday life

a. *New inequalities (McPherson, 16th January)*

- M. Castells, *Communication Power* (Oxford University Press, 2013) [Chapter 2: 'Communication in the Digital Age']
- N. Couldry, '[Inaugural: A Necessary Disenchantment: Myth, Agency and Injustice in a Digital World](#)', *The Sociological Review*, 624 (2014), pp. 880-897
- N. Couldry and U. A. Mejiias. 2019. '[Data Colonialism: Rethinking Big Data's Relation to the Contemporary Subject](#)', *Television & New Media*, 2/4 (2019), pp. 336-49
- 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.
- 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']
- T. Gillespie, '[The Politics of "Platforms"](#)', *New Media & Society* 12/3 (2010): pp. 347-64
- 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']
- F. Pasquale, *The Black Box Society: The Secret Algorithms that Control Money and Information* (Harvard University Press, 2015) ['Introduction: The Need to Know' and Chapter 4: 'Finance's Algorithms: The Emperor's New Codes']
- *R. Silverstone and L. Haddon, 'Design and the Domestication of ICTs: Technical Change and Everyday Life,' in *Communication by Design: The Politics of Information and Communication Technologies* (Oxford University Press, 1996)
- R. Srinivasan, '[Re-Thinking the Cultural Codes of New Media: The Question Concerning Ontology](#)', *New Media & Society* 15/2 (2013), pp. 203-23.
- N. Srnicek, *Platform Capitalism* (Polity, 2016)
- P. Sztompka, '[The Focus on Everyday Life: A New Turn in Sociology](#)', *European Review*, 16/1 (2008), 1-15.
- Z. Tufekci, '[Algorithmic Harms Beyond Facebook and Google: Emergent Challenges of Computational Agency](#)', *Journal on Telecommunications and High Technology Law* 13 (2015): pp. 203-18
- J. Turow, *The Daily You: How the New Advertising Industry is Defining your Identity and your Worth* (Yale University Press, 2011) [Chapter 1: 'The Power Under the Hood', Chapter 2: 'Clicks and Cookies', and Chapter 3: 'A New Advertising Food Chain']

b. *Labour and leisure (McPherson, 23rd January)*

- C. Archer, '[Social Media Influencers, Post-Feminism and Neoliberalism: How Mum Bloggers' "Playbour" Is Reshaping Public Relations](#)', *Public Relations Inquiry* 8/2 (2019): pp. 149-66.
- D. Beer and R. Burrows, '[Popular Culture, Digital Archives and the New Social Life of Data](#)', *Theory, Culture & Society*, 30/4 (2013), pp. 47-71
- d. boyd, *It's Complicated: The Social Lives of Networked Teens* (Yale University Press, 2015) [chapter 1: 'Privacy: Why Do Youth Share So Publicly?']

- *J. van Dijck, *The Culture of Connectivity: A Critical History of Social Media* (Oxford University Press, 2013) [Chapter 1: 'Engineering Sociality in a Culture of Connectivity' and chapter 2: 'Disassembling Platforms, Reassembling Sociality']
- C. Fuchs, '[Digital Prosumption Labour on Social Media in the Context of the Capitalist Regime of Time](#),' *Time & Society* 23/1 (2014): pp.97–123.
- *U.A. Mejias, *Off the Network: Disrupting the Digital World* (University of Minnesota Press, 2013) [Chapter 2: 'The Privatization of Social Life']
- P. Moore and A. Robinson, '[The Quantified Self: What Counts in the Neoliberal Workplace](#)' *New Media & Society* 18/11 (2016): pp. 2774–92
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Supervision question: Who benefits from the expansion of technologies in everyday life?

Thinking and talking question: How have new technologies created new connections between everyday life and the climate crisis?

2. Relationships in the digital age

a. Mediated intimacy (Amundsen, 30th January)

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- *R. Amundsen, '["Kind of Like Making Porn of Yourself": Understanding Sexting Through Pornography](#),' *Feminist Media Studies*, 19/4 (2019), pp.479-494
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Supervision question: Do you agree that the increasing influence of media and digital technology on interpersonal relationships is not necessarily a good thing?

3. Visibility and invisibility

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

4. Digital monitoring

a. Smart environments (Gabrys, 27th February)

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- P. Dourish and G. Bell, *Divining a Digital Future: Mess and Mythology in Ubiquitous Computing* (MIT Press, 2011) [especially ‘Introduction’ and ‘Contextualizing Ubiquitous Computing’]
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- J. Gabrys, [‘Sensors and Sensing Practices: Reworking Experience across Entities, Environments and Technologies’](#), *Science, Technology & Human Values* 44/5 (2019), pp. 723-736
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- S. Marvin, C. McFarlane and A. Luque-Ayala, eds., [Smart Urbanism: Utopian Vision or False Dawn?](#) (Routledge, 2016) [especially Introduction, and Chapter 4]
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b. The quantified self (McPherson, 5th March)

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Supervision question: 'Measuring is knowing': What are the limitations of this saying in relation to monitoring in the digital age?

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 and power.

1. Political Communication and Political Institutions

a. *Journalism and the state* (McPherson, 21st January)

- M.A. Alejandro Guerrero and M. Márquez-Ramírez, *Media Systems and Communication Policies in Latin America* (Palgrave, 2014) [Introduction]
- *J. Curran and J. Seaton, *Power without Responsibility: The Press, Broadcasting, and New Media in Britain* (Routledge, 2003)
- *J. Dean, *Democracy and other Neoliberal Fantasies: Communicative Capitalism and Left Politics* (Duke University Press, 2009) [Chapter 1]
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- M. Hindman, *The Myth of Digital Democracy* (Princeton University Press, 2010)
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- M. Márquez-Ramírez and M. A. Guerrero, '[Clientelism and Media capture in Latin America](#),' in *In the Service of Power: Media Capture and the Threat to Democracy* (CIMA, 2017)
- E. McPherson, '[How Editors Choose Which Human Rights News to Cover: A Case Study of Mexican Newspapers](#),' in *Media, Mobilization, and Human Rights: Mediating Suffering* (Zed Books, 2012)
- N. Roudakova, *Losing Pravda: Ethics and the Press in Post-Truth Russia* (Cambridge University Press, 2017) [[Introduction](#)']
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- K. Voltmer, *The Media in Transitional Democracies* (Polity, 2011)
- Y. Wu, 'The Good, the Bad, and the Ugly: Framing of China in News Media Coverage of Global Climate Change,' in *Climate Change and the Media* (Peter Lang, 2009)

b. *The mediatization of politics* (McPherson, 28th January)

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- *E. Block, '[A Culturalist Approach to the Concept of the Mediatization of Politics: The Age of "Media Hegemony"](#)' *Communication Theory*, 23/3 (2013), pp. 259-278
- P. Bourdieu, 'Public Opinion Does Not Exist', In P. Bourdieu, *Sociology in Question* (Sage, 1993)
- N. Couldry and A. Hepp, '[Conceptualizing Mediatization: Contexts, Traditions, Arguments](#),' *Communication Theory*, 23/3 (2013), 191–202.
- *J. Downey and T.A. Neyazi, '[Complementary and Competitive Logics of Mediatization: Political, Commercial, and Professional Logics in Indian Media](#),' *The International Journal of Press/Politics* 19/4 (2014), pp. 476-495
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- J. Martín-Barbero. '[A Latin American Perspective on Communication/Cultural Mediation](#),' *Global Media and Communication* (2006)
- C. Scolari and J. R. Rodríguez-Amat, '[A Latin American Approach to Mediatization: Specificities and Contributions to a Global Discussion About How the Media Shape Contemporary Societies](#),' *Communication Theory* 28 (2018): pp. 131–154
- 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
- E. Hersh, *Hacking the Electorate: How Campaigns Perceive Voters* (Cambridge University Press, 2015)

- P. Howard, *New Media Campaigns and the Managed Citizen* (Cambridge University Press, 2005)
- N. Landerer, '[Rethinking the Logics: A Conceptual Framework for the Mediatization of Politics](#)' *Communication Theory* 23/3 (2013), pp. 239-258
- *G. Mazzoleni and W. Schulz, '"[Mediatization](#)" of Politics: A Challenge for Democracy?' *Political Communication* 16/3 (1999), pp. 247-261
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- Z. Tufekci, '[Engineering the Public: Big Data, Surveillance and Computational Politics](#)', *First Monday*, 19/7 (2014)
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Supervision question: *Is politics gradually becoming more dependent on the media?*

2. Media and activism

a. Participation, voice, performance and representation (Saavedra Utman, 4th February)

- R.D. Benford and D.A. Snow, '[Framing Processes and Social Movements: An Overview and Assessment](#),' *Annual Review of Sociology*, 26 (2000), pp. 611– 639
- B. Cammaerts, '[Activism and Media](#),' in *Reclaim the Media* (Intellect, 2007)
- N. Carpentier, *Media and Participation: A Site of Ideological-Democratic Struggle* (Intellect, 2011)
- N. Couldry, *Why Voice Matters: Culture and Politics After Neoliberalism* (Sage, 2010)
- J.W. Delicath and K.M. DeLuca, '[Image Events, the Public Sphere, and Argumentative Practice: The Case of Radical Environmental Groups](#),' *Argumentation* 17 (2003), pp. 315–333
- W. Gamson, '[Promoting Political Engagement](#),' in *Mediated Politics. Communication in the Future of Democracy* (edited by W. L. Bennett and R. Entmann) Cambridge: (Cambridge University Press, 2000)
- D. Graeber, *The Democracy Project: A History, A Crisis, A Movement* (Penguin, 2013) [chapter 4]
- E. Laclau and C. Mouffe, *Hegemony and Socialist Strategy: Towards a Radical Democratic Politics* (Verso, 2014) [chapters 1 and 4]
- A. Mattoni, 'Repertoires of Communication in Social Movement Processes' in *Mediation and Protest Movements* (Intellect, 2013)
- *A. Melucci, '[The Symbolic Challenge of Contemporary Movements](#),' *Social Research*, 52/4 (1985), pp. 789-816
- M. Navarro, 'The Personal is Political: Las Madres de Plaza de Mayo,' in *Power and Popular Protest: Latin American Social Movements* (University of California Press, 2001)
- *J. Saavedra Utman, [The Media Commons and Social Movements: Grassroots Mediations Against Neoliberal Politics](#), New York (Routledge, 2019) [Chapters 1 to 5]
- V. Taylor and N. Van Dyke, '[Get Up, Stand Up: Tactical Repertoires of Social Movements](#),' in *The Blackwell Companion To Social Movements* (Blackwell, 2004)
- C. Tilly and L. Wood, *Social Movements 1768-2008* (Paradigm Publishers, 2009)
- B. Van Gorp, 'Culture and Protests in Media Frames,' in *Media and Revolt: Strategies and Performances from the 1960s to the Present* (Berghahn, 2014)

b. Internet, social media and the meaning of mobilization (Saavedra Utman, 11th February)

- L. Bennett and A. Segerberg, [The Logic of Connective Action](#) (Cambridge University Press, 2013)
- M. Castells, [Networks of Outrage and Hope: Social Movements in the Internet Age](#) (Polity, 2012)
- W. K. Carroll and R. A. Hackett, '[Democratic Media Activism through the Lens of Social Movement Theory](#),' *Media, Culture & Society* 28/1 (2006), pp. 83–104
- S. Chiumbu, '[Social Movements, Media Practices and Radical Democracy in South Africa](#),' *French Journal For Media Research* (2018)
- *N. Fenton, *Digital, Radical, Political* (Polity, 2016) [chapters 2 and 3]
- N. Gustafsson and N. Weinryb, '[The Populist Allure of Social Media Activism: Individualized Charismatic Authority](#),' *Organization* (2019)

- R. Hallam, '[How the Internet can Overcome the Collective Action Problem: Conditional Commitment Designs on Pledgebank, Kickstarter, and The Point/Groupon Websites](#),' *Information, Communication & Society* 19/3 (2016), pp. 362-379
- A. Hintz, 'Social Media Censorship, Privatised Regulation and New Restrictions to Protest and Dissent,' in *Critical Perspectives on Social Media Protest: Between Control and Emancipation* (Rowman and Littlefield, 2015)
- *J. S. Juris, '[Reflections on #Occupy Everywhere: Social Media, Public Space, and Emerging Logics of Aggregation](#),' *American Ethnologist*, 39 (2012), pp. 259-279
- A. Kavada, '[Creating the Collective: Social Media, the Occupy Movement and Its Constitution as a Collective Actor](#),' *Information, Communication & Society*, 18/8 (2015), pp. 872-886.
- D. Mercea, '[Probing the Implication of Facebook Use for the Organizational Form of Social Movement Organizations](#),' *Information, Communication and Society* 16/8 (2013), pp. 153-169
- L. Stengrim, '[Negotiating Postmodern Democracy, Political Activism, and Knowledge Production: Indymedia's Grassroots and e-Savvy Answer to Media Oligopoly](#),' *Communication and Critical/Cultural Studies*, 2/4 (2005), pp. 281-304
- N. Santos, 'The Brazilian Protest Wave and Digital Media: Issues and Consequences of the "Jornadas de Junho" and Dilma Rousseff's Impeachment Process,' In *Networks, Movements and Technopolitics in Latin America* (Palgrave, 2018)
- J. Saavedra Utman, 'Occupying Space and Time. Enabling Communicative Ecologies for Democracy,' in *Del Aire al Aire: Negotiating Space in Latin America* (Brill Publishers, 2019)
- Z. Tufekci and C. Wilson, '[Social Media and the Decision to Participate in Political Protest: Observations From Tahrir Square](#),' *Journal of Communication*, 62/2 (2012): pp. 363-379

Supervision question: *Is online media activism democratizing?*

3. Communication and justice

a. Digital citizenship(s) (Gabrys, 18th February)

- J. Chilvers and M. Kearnes, '[Remaking Participation in Science and Democracy](#),' *Science, Technology, & Human Values* (2019)
- *J. Gabrys, '[Data Citizens: How to Reinvent Rights](#),' in *Data Politics: Worlds, Subjects, Rights* (Routledge, 2019)
- J. Gabrys et al, '[Just Good Enough Data: Figuring Data Citizenships through Air Pollution Sensing and Data Stories](#),' *Big Data & Society* 3/2 (2016): pp. 1-14
- J. Gabrys, '[Programming Environments: Environmentality and Citizen Sensing in the Smart City](#),' *Environment and Planning D: Society and Space* 2/1 (2014), pp. 30-48
- *A. Hintz, L. Dencik, and K. Wahl-Jorgensen, '[Digital Citizenship and Surveillance Society — Introduction](#),' *International Journal of Communication* 11 (2017), pp. 731-739
- L. Irani, *Chasing Innovation: Making Entrepreneurial Citizens in Modern India* (Princeton University Press, 2019) [especially 'Introduction: Innovators and their Others,' and Chapter 3: 'Teaching Citizenship, Liberalizing Community']
- *E. Isin and E. Ruppert, *Being Digital Citizens* (Rowman & Littlefield, 2015) [especially Chapter 1: 'Doing Things with Words and Saying Words with Things,' and Chapter 2: 'Citizens and Cyberspace']
- E. Isin and E. Ruppert. '[Citizen Snowden](#),' *International Journal of Communication* 11 (2017), pp. 843-857
- *K. Mossberger, C. Tolbert and R. S. McNeal, *Digital Citizenship: The Internet, Society, and Participation* (MIT Press, 2007) [especially chapter 1: 'Defining Digital Citizenship']
- T. Shelton and T. Lodato, '[Actually Existing Smart Citizens](#),' *City* (2019), pp. 35-52
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