Overview

- **Course Organisers:**
  - Dr Tiffany Page, tp442@cam.ac.uk (Michaelmas term)
  - Dr Ella McPherson, em310@cam.ac.uk (Lent and Easter terms)

- **Lecturers:**
  - Ms Rebekah Larsen, ral73@cam.ac.uk
  - Dr Zheng Liu, zl306@cam.ac.uk
  - Dr Ella McPherson, em310@cam.ac.uk
  - Dr Tiffany Page, tp442@cam.ac.uk
  - Dr Jorge Saavedra Utman
  - Ms Svetlana Smirnova, ss2219@cam.ac.uk

- **Supervision:** Organised centrally by Dr Page in the first lecture. Students and Directors of Studies may make their own independent arrangements, but should inform Dr Page 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 Page 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 (9th Oct)
    - Lecturer: Dr Page
    - 17 Mill Lane, room E, 2nd floor
  - **Theories of Culture and the Media**
    - 7 two-hour lectures in Michaelmas, weeks 2-8 (16th Oct +)
    - Lecturers: Dr Liu, Dr Page and Dr Saavedra Utman
    - 17 Mill Lane, room E, 2nd floor
  - **Digital Media and Everyday Life**
    - 8 one-hour lectures in Lent, weeks 1-8 (17th Jan +)
Lecturers: Ms Larsen, Dr McPherson, Dr Page and Ms Smirnova
17 Mill Lane, room B, 1st floor

- **Political Communication**
  - 8 one-hour lectures in Lent, weeks 1-8 (22nd Jan +)
  - Lecturer: Dr McPherson
  - 17 Mill Lane, room B, 1st floor

- **Revision lecture**
  - 1 two-hour lecture in Easter, week 1 (30th Apr)
  - Lecturer: Dr McPherson
  - 17 Mill Lane, room E, 2nd floor

- **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**:
    - R. Silverstone, *Why Study the Media* (Sage, 1999)
  - **Digital Media and Everyday Life**:
    - 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. Mejias, *[Off the Network: Disrupting the Digital World](https://www.umn.edu/users/mejias/offthenet.html)* (University of Minnesota Press, 2013)
  - **Political Communication**:
Introduction
Dr Page
Michaelmas 2018, Tue. 2-3pm (week 1, 9 Oct)

Series 1: Theories of Culture and the Media
Dr Liu, Dr Page and Dr Saavedra Utman
Michaelmas 2018, Tue. 2-4pm (weeks 2-8, beginning 16 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 (JSU, 16th October)
- D. Held, Introduction to Critical Theory (Polity, 1980) [Chapter 3]
- D. Kellner, Critical Theory, Marxism and Modernity (Polity, 1989) [Chapters 5 and 6]
- A. C. Mendes, Salman Rushdie in the Cultural Marketplace (Routledge, 2016) [Chapter 4: Music and the Brown Culture Industry]
- 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 (ZL, 16th October)
- 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) [Chapters 5, 12, 17 and 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)
- *K. Nash (ed.), Transnationalizing the Public Sphere (Polity, 2014) [Chapters 1, 2, 4 and 7]
• C. Sunstein, republic.com (Princeton, 2001)
• J. Thompson, The Media and Modernity (Polity, 1995) [Chapters 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 (ZL, 23rd October)

• R. Benson and E. Neveu (eds.), Bourdieu and the Journalistic Field (Polity, 2005)
• P. Bourdieu, Distinction (Harvard, 1984)
• *P. Bourdieu, The Field of Cultural Production, ed. R. Johnson (Polity, 1992) [Chapters 1-3]
• 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 (JSU, 23rd October)

• *H. Becker, Art Worlds, updated edition (California, 2008)
• D. Crane (ed.), The Production of Culture (Sage, 1992)
• L. Nochlin, ‘Why Have There Been No Great Women Artists?’, ARTnews (2015). Available at: http://www.artnews.com/2015/05/30/why-have-there-been-no-great-women-artists/
• 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 (JSU, 30th October)

• J. Carey, Communication as Culture (Unwin Hyman, 1989) [Chapter 6]
• N. Garnham, Emancipation, the Media, and Modernity: Arguments about the Media and Social Theory (OUP 2000)
• D. Hesmondhalgh and J Toynbee (eds.), The Media and Social Theory (Routledge, 2008)
• *H. Innis, Empire and Communications (OUP, 1950)
• H. Innis, The Bias of Communication (Toronto, 1951)
- *M. McLuhan, Understanding Media* (Routledge, 1964)
- W. Ong, *Orality and Literacy* (Methuen, 1982)

Were Innis and McLuhan technological determinists?

6. The Media and Modernity (JSU, 30th October)
- *K. H. Jamieson, Elocution in an Electronic Age* (OUP, 1988)
- *J. Meyrowitz, No Sense of Place* (OUP, 1985)
- *J. Thompson, Political Scandal* (Polity, 2000)

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

7. Cultural Studies (JSU, 6th November)
- *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?

8. Subculture Theory (JSU, 6th 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 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* (Macmillan, 1991)
• 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?

9. Critical Political Economy (ZL, 13th November)

• D. Freedman, *The Contradictions of Media Power* (Bloomsbury, 2013) [Chapters 1 and 2]
• D. Hallin and P. Mancini (eds.), *Comparing Media Systems Beyond the Western World* (Cambridge University Press, 2012)
• J. Hardy, *Critical Political Economy of the Media* (Routledge, 2014), esp. ‘Part I: Mapping Approaches and Themes’
• E. R. Meehan and E. Riordan (eds.), *Sex and Money: Feminism and Political Economy in the Media* (University of Minnesota Press, 2002)
• D. Winseck, ‘Reconstructing the Political Economy of Communication for the Digital Media Age’, *The Political Economy of Communication* 4/2 (2016), pp. 73-114
What can the political economy approach explain about the relationship between media and power?

10. The Economics and Structure of Cultural Industries (ZL, 13th November)

- G. Doyle, *Understanding Media Economics* (Sage, 2002)
- S. Lash and J. Urry, *Economies of Signs and Space* (Sage, 1994)

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

11. Media Texts: Representation and the Construction of Meaning (TP, 20th November)

- D. Inglis and J. Hughson, *Confronting Culture: Sociological Vistas* (Polity, 2003) [Chapter 5]
- D. Laughghey, *Key themes in Media Theory* (Open University Press, 2007) [Chapter 4]
- 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)

Does representation matter?
12. Suffering in Front of the Media (TP, 20th November)

- *E. Alexander, “Can You Be Black and Look at This?”: Reading the Rodney King Video(s), in The Black Public Sphere Collective (eds), The Black Public Sphere (University of Chicago Press, 1995)
- *I. Allende, The Stories of Eva Luna (MacMillan, 1988) ['And of Clay Are We Created']
- L. Boltanski, Distant Suffering: Morality, Media and Politics (Cambridge University Press, 2008)
- J. Butler, Frames of War: When is Life Grievable? (Verso, 2009) ['Preface' and Chapters 1 and 2]
- S. Cohen, States of Denial: Knowing About Atrocities and Suffering (Polity Press, 2000) [Chapter 7: ‘Images of Suffering’]
- P. Collins and S. Bilge, Intersectionality (Polity, 2016)
- G. Dines and J. M. Humes, Gender, Race and Class in the Media, 5th edition (SAGE, 2015) [Many articles are relevant to the wider paper, but see articles in Part III for this topic]

What does it mean to bear witness to the suffering of others in the media?

13. Representations of Gender in the Media (TP, 27th November)

- P. Collins and S. Bilge, Intersectionality (Polity, 2016)
- G. Dines and J. M. Humes, Gender, Race and Class in the Media, 5th edition (SAGE, 2015) [Many articles are relevant to the wider paper, but see articles in Part III for this topic]
- D. Gauntlett, Media, Gender and Identity: An Introduction (Routledge, 2002) [Chapters 8 and 9]
- R. Gill, Gender and the Media (Polity, 2007)
How might forms of erasure and invisibility occur within broader discussions of gender in the media? Provide examples in your answer.

14. Media Reception: Audiences, from Effects to Active Audience (JSU, 27th November)

- D. Laughey, Key Themes in Media Theory (Maidenhead: Open University Press, 2007) [Chapter 2]
- *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, Dr Page and Ms Smirnova
Lent 2019, Thu. 2-3pm (weeks 1-8, beginning 17 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 (EMcP, 17th January)


Who benefits from the digital economies?

2: Space, Place and the Home (EMcP, 24th January)

- *S. Pink and K. Leder Mackley, Saturated and Situated: Expanding the Meaning of Media in the Routines of Everyday Life’, Media, Culture & Society, 35/6 (2013), pp. 677-691*
In what ways do digital media define our sense of place and space?

3: Self and Identity (EMcP, 31st January)

- D. Lupton, Digital Sociology (Routledge, 2015) [Chapter 8: ‘The Digitised Body/Self’]
- A.E. Marwick, Status Update: Celebrity, Publicity, and Branding in the Social Media Age (Yale University Press, 2013) [Chapter 3: ‘The Fabulous Lives of Micro-Celebrities’]
- J. van Dijck, ‘You have One Identity’: Performing the Self on Facebook and LinkedIn’, Media, Culture & Society, 35/2 (2013), pp. 199-215

What is the relevance of Goffman’s ‘The Presentation of Self in Everyday Life’ for studying online self-presentation?

4: Interpersonal Relationships and Communities (EMcP, 7th February)

- *N.K. Baym, Personal Connections in the Digital Age (Polity, 2010) [Chapter 4: ‘Communities and Networks’ and Chapter 5: ‘New Relationships, New Selves?’]
Do social media make us more social? Answer with reference to either interpersonal relationships or communities.

5: Big Data and the Quantified Self (SS, 14th February)

- R. Kitchin, The Data Revolution: Big Data, Open Data, Data Infrastructures and their Consequences (Sage, 2014), esp. chs. 1-6, 8, 10
• G. Neff and D. Nafus, *Self-Tracking* (MIT, 2016)

‘Measuring is knowing’: What are the limitations of this saying in relation to big data and the quantified self?

6: Privacy and Surveillance (RL, 21st February)

• *O.H.J. Gandy, ‘Coming to terms with the Panoptic Sort’, In D. Lyon and E. Zureik (eds.), Computers, surveillance, and privacy* (University of Minnesota Press, 1996)
• P. Howard, *Pax Technica: How the Internet of Things May Set Us Free or Lock Us Up* (Yale University Press, 2015)
• D. Miller, *Social Media in an English Village: Or How to Keep People at Just the Right Distance* (UCL Press, 2016)
• C. Nippert-Eng, *Islands of Privacy* (Chicago, 2010). [Chapters 1, 3 and 5]
Do you agree with the view that if you have nothing to hide, you have nothing to fear? Answer in relation to discussions of privacy online.

7: Transparency (EMcP, 28th February)

- *B-C. Han, The Transparency Society (Stanford University Press, 2015)

Do you agree that more transparency is not necessarily a good thing?

8: #MeToo and Social Media Activist Politics (TP, 7th March)

- *T. Highfield, Social Media and Everyday Politics (Polity, 2016) [‘Introduction: Everyday Politics and Social Media’ and Chapter 1: ‘Personal/Political’]
Is the #MeToo movement a social media movement? Discuss its development at this particular time and place and the factors (cultural, social, political) that may have contributed to its uptake.

Series 3: Political Communication
Dr Ella McPherson
Lent 2019, Tuesday 4-5pm (weeks 1-8, beginning 22 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 (22nd January)
- B. Bagdikian, The New Media Monopoly (Beacon Press, 2004)
- *J. Dean, Democracy and other neoliberal fantasies: Communicative capitalism and left politics (Duke University Press, 2009) [Chapter 1]
• G. Tuchman, Making News: A Study in the Construction of Reality (Free Press, 1978)

What is worse for democratic journalism, the state or the market?

2. The Mediatization of Politics (29th January)


Is politics gradually becoming more dependent on the media?

3. From the ‘CNN Effect’ to the ‘Al Jazeera Effect’: Agenda-Setting and Policy-Making (5th February)

• D. Graber (ed.), Media Power in Politics (Congressional Quarterly Press, 2010)
• *M. McCombs, Setting the Agenda: The Mass Media and Public Opinion, 2nd edition (Polity, 2014)
• D. Perlmutter, Photojournalism and Foreign Policy: Icons of Outrage in International Crises (Praeger, 1998)
• D. Protess et al, The Journalism of Outrage: Investigative Reporting and Agenda Building in America (Guilford Press, 1992)

Do the media influence policy-making?

4: Public Opinion (12th February)

• *W.L. Bennett and R. Entman (eds.), Mediated Politics: Communication in the Future of Democracy* (Cambridge University Press, 2001), esp. R. Entman and S. Herbst, ‘Reframing Public Opinion as We Have Known It’
• W. Gamson, *Talking Politics* (Cambridge University Press, 1992)
• *J. Lewis, Constructing Public Opinion* (Columbia University Press, 2001)

‘Public opinion does not exist’ (Bourdieu). Discuss.

5: Media and Elections (19th February)

• *W.L. Bennett and R. Entman (eds.), Mediated Politics: Communication in the Future of Democracy* (Cambridge University Press, 2001)
• *B. Franklin, Packaging Politics: Political Communications in Britain’s Media Democracy* (Arnold, 2004)
• *P. Howard, New Media Campaigns and the Managed Citizen* (Cambridge University Press, 2005)
• M. Scammell, *Designer Politics: How Elections Are Won* (Palgrave, 1995)

How has new media changed electoral campaigns?

**6: Civic Disengagement and Compassion Fatigue (26th February)**

• *P. Dahlgren, Media and Political Engagement: Citizens, Communication and Democracy* (Cambridge University Press, 2009)
• S. Moeller, *Compassion Fatigue: How the Media Sell Disease, Famine, War and Death* (Routledge, 1999)
• *P. Norris, A Virtuous Circle: Political Communications in Postindustrial Societies* (Cambridge University Press, 2000)
• *R. Putnam, Bowling Alone: The Collapse and Revival of American Community.* (Simon & Schuster, 2001) [Chapter 13]

*What is the relationship between media and patterns of political engagement?*
7. War, Terrorism and the Media (5th March)

- "S. Allan and B. Zelizer, Reporting War: Journalism in Wartime (Routledge, 2004)
- "S. Carruthers, The Media at War: Communication and Conflict in the Twentieth Century (Palgrave Macmillan, 1999)
- H. Giroux, Beyond the Spectacle of Terrorism: Global Uncertainty and the Challenge of the New Media (Routledge, 2006)
- Hoskins and B. O’Loughlin, War and Media: The Emergence of Diffused War (Polity, 2010)
- J. Lynch and J. Galtung, Reporting Conflict: New Directions in Peace Journalism (University of Queensland Press, 2010)
- *D. Matheson and S. Allan, Digital War Reporting (Polity, 2009)
- J. Rodgers, Reporting Conflict (Palgrave, 2012)
- D. Thussu and D. Freedman (eds.), War and the Media: Reporting Conflict 24/7 (Sage, 2003)
- G. Wolfsfeld, Media and the Path to Peace (Cambridge University Press, 2004)

How does the practice of journalism influence how conflict is covered?

8. The Future of News (12th March)

- S. Allan, Citizen Witnessing: Revisioning Journalism in Times of Crisis (Polity, 2013)
- A. Marwick and R. Lewis, 'Media Manipulation and Disinformation Online' (Data&Society, 2017)

*Is journalism in crisis?*

**Revision lecture**

Dr Ella McPherson
Easter 2019, Tuesday 2-4pm (week 1, 30 April)