

MEDIA AND SOCIETY

[CMM2400-M01]

Spring 2018

Instructor: Dr. Rosana Vivar

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Phone: 91 554 58 58, ext. 254

Office Hours: San Ignacio Hall, Floor 3,
Office 306. Monday & Wednesday from
10:30 to 11:30

Class meets:

Mon, Wed & Fri from 12:00 to 12:50.

Classroom: San Ignacio Hall B

Prerequisite: COMM1000 (Except
for visiting students)

Course Credit: 3.0 hours

Course description

It is nowadays generally agreed that with the emergence of the so called New Media and the Internet, traditional mass media has lost the monopoly of communication (Jarvis, 2015). In the last ten years the media landscape has changed dramatically, and so have our communication practices: phones are complex multimedia devices where we manage both our social and professional lives; printed media is no longer trusted as a reliable source, and Facebook, YouTube or Twitter are behind some of the most relevant social, political and economic transformations of our time (such as the Arab Spring uprisings or the 15M Movement in Spain). In the advent of these transformations, this course focuses on the mutual influence between media and society, and pays special attention to the social practices that are currently challenging the historical identity of media systems. Alongside readings, class discussions, news readings, films and TV specials, the course will address aspects such as the theoretical implications of “participatory culture”, the changing roles and challenges of several media industries, the paradoxes surrounding the definition of the Internet as a medium, or the relations between media and power in cultural and economic globalization. At a practical stage, students will be asked to collaboratively work on a case study of their choice in a mid-term paper.

Course Goals

By the end of the course you will:

- Understand the concepts and most prominent theories that shape the study of Media in the “information society”.
- Gain knowledge of several theoretical perspectives in order to understand and analyze the different aspects that define New Media and its changing roles.
- Reflect on the emergent uses of media (economic, political, symbolic) in the information society.
- Develop critical analysis of present-day media content and practices.
- Become familiar with case study research and acquire some of the methodological tools required to undertake the mid-term paper.

Methods of evaluation

Grades will be calculated out of 100 points as follows:

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|------------------|---------------------------------------|
| Individual Work: | 2 Short papers: 200 (100 points each) |
| | 5 Quizzes: 150 (30 points each) |
| | Mid-term Exam: 100 |
| | Final Exam: 150 |
| | Participation: 100 |
| Attendance: 100 | |
| Team Work: | Mid-term Presentation: 100 |
| | Mid-term Paper: 100 |

Class participation is not only encouraged but a prerequisite to meet the requirements of the course and be graded satisfactorily. Students' interventions should happen at all class meetings and they shall be based on regular readings assigned for the day. Remember that readings are not only essential materials to improve your knowledge of the subject, but also valuable resources you can feed into class discussion to support your ideas (also a great opportunity to test your thoughts and feedback to the class).

The level of preparation of the students will be evaluated through 5 Quizzes that will cover different aspects of the assigned texts and that will be unannounced. Quizzes will consist in one question to be answered in a short written piece (no longer than 10 minutes). Papers, exams and team presentations will be explained in detail throughout the course.

Course Policies

- Attendance is mandatory and will be recorded at the beginning of each class. You are allowed up to 3 excused absences, which must be in all cases documented (e.g. missing work justified with a document signed by the Health Center). Documented absences should be notified to me via email.
- A student's grade (overall and for participation) will suffer after second unexcused absences.
- Lateness will be recorded and will impact your grade negatively. Regular lateness will lower your grade considerably, using my own criteria.
- A student who submits work after the due date and without reasonable justification will receive a reduced grade. Work arriving more than a week late will be assigned a grade of zero.
- Computers and tablets must be used only for the purposes of each class (typing notes and looking up information connected to the discussed topics). Devices must be put away during screenings. Students that do otherwise will be recorded as absent.

Final Grade Scale

| A | A- | B+ | B | B- | C+ | C | C- | D | F |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|-------------|
| 910-1000 points | 890-909 | 860-889 | 830-859 | 800-829 | 770-799 | 730-769 | 700-729 | 615-699 | 615 or less |

Materials

- The textbook for this course is: *Media and Culture. An Introduction to Mass Communication*, by Richard Campbell, C. R. Martin and B. Fabos. (2013).
- All the other readings will be provided to students via Google Drive.

Tentative Schedule

This is a tentative schedule and it is subject to change as the semester progresses depending on your learning needs.

| Day | Topics | Assignments | Readings and films for the day |
|----------------|---|-------------|--|
| Wed, Jan 10 | Introduction to the course | | |
| Fri, Jan 12 | New Old Media-New Old Theories (NOM-NOT) I: Mass Media and Mass Communication | | J. Jarvis (2014). "No mas Mass Media" https://medium.com/whither-news/no-mas-mass-media-e7ed95079a43 |
| Mon, Jan 15 | NOM-NOT II: Culture Industry and Mass Culture | | R. Campbell et al. (2013). "Mass Communication: A Critical Approach", in <i>Media & Culture</i> , pp. 3-15. |
| Wed, Jan 17 | NOM-NOT III: Technology and Social Change | | R. Campbell et al. (2013). "Mass Communication: A Critical Approach", in <i>Media & Culture</i> , pp. 3-15. |
| Fri, Jan 19 | NOM-NOT IV: Postmodernity and Mass Communication | | J. Baudrillard (1987). "Rituals of Transparency", in <i>The Ecstasy of Communication</i> , pp. 31-42. |
| Sun, Jan 21 | Last Day to Drop a Class without a Grade W and/or Add a Class; Last Day to Choose Audit (AU) or Pass/No Pass (P/NP) Options | | |
| Mon, Jan 22 | New Media (NM) I: Internet as (Hiper)Media | | R. Campbell et al. (2013). "The Internet, Digital Media and Media Convergence", in <i>Media & Culture</i> , pp. 37-50. |
| Wed, Jan 24 | NM II: Media Convergence | | R. Campbell et al. (2013). "The Internet, Digital Media and Media Convergence", in <i>Media & Culture</i> , pp. 37-50. |
| Fri, Jan 26 | No Classes Application Deadline for Spring Semester Degree Candidates | | |
| Mon, Jan 29 | NM III: Early debates | | L. Manovich (2001). "What is New Media?", in <i>The Language of New Media</i> , pp. 18-26. |
| Wed, Jan 31 | NM IV: Paradigms and Cultural Logics (I): Mass-Self Communication | | M. Castells (2009). "Technological Convergence and the New Multimedia System: From Mass Communication to Mass Self-communication", in <i>Communication Power</i> , pp.63-71 |
| Fri, Feb 2 | NM V: Paradigms and Cultural Logics (II): Convergence Culture | | H. Jenkins (2004). "The Cultural Logic of Media Convergence", <i>International Journal of Cultural Studies</i> , 7(1): 33-43. |
| Mon, Feb 5 | NM VI: Paradigms and Cultural Logics (III): Transmedia Storytelling | | Case Study: <i>Star Wars</i> |

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| Wed, Feb 7 | Commercial Communication and society | | R. Campbell et al. (2013). "Advertising and Commercial Culture", in <i>Media & Culture</i> , pp. 319-336. |
| Fri, Feb 9 | Applied Communication I: Brand Analysis (Bennetton) | Paper 1 due | R. Campbell et al. (2013). "Advertising and Commercial Culture", in <i>Media & Culture</i> , pp. 336-353. |
| Mon, Feb 12 | Movies and society I: The Decay of Cinemagoing | | S. Sontag (1996). "The Decay of Cinema", <i>The New York Times</i> , http://www.nytimes.com/books/00/03/12/specials/sontag-cinema.html |
| Wed, Feb 14 | Ash Wednesday Registration for Summer 2018 Begins | | |
| | Movies and society II: Film Consumption in the Digital Age | | B. Klinger (2006). "What is cinema today?" in <i>Beyond the Multiplex. Cinema, New Technologies and the Home</i> , pp.1-16. |
| Fri, Feb 16 | Movies and society III: Film Distribution in the Digital Age | | V. Crisp (2015). "Disruptive Innovations", in <i>Film Distribution in the Digital Age</i> , pp.56-75. |
| Mon, Feb 19 | Movies and society IV: From Film Festivals and VOD | | R. Donadio. "Why the Netflix-Cannes Clash Couldn't Be Avoided", <i>The New York Times</i> (May 16, 2017). https://www.nytimes.com/2017/05/16/movies/why-the-netflix-cannes-clash-couldnt-be-avoided.html |
| Wed, Feb 21 | Mid-Term Exam | | |
| Fri, Feb 23 | No Classes (Winter Break) | | |
| Mon, Feb 26 | Applied Communication II: Extended Case Study | | R. Campbell et al. (2013). "Extended Case Study: How the News Media Covered the News Corp. Scandal", in <i>Media & Culture</i> , pp. 409- 516 Preparation of Paper 2 |
| Wed, Feb 28 | Journalism and society I: The Press and Imagined Communities | | Movie: <i>The Man Who Would be King</i> (John Huston, 1975). B. Anderson (1983). "The Origins of National Consciousness", in <i>Imagined Communities</i> , pp. 39-48 |
| Fri, Mar 2 | Journalism and society II: News Rituals | | R. Campbell et al. (2013). "The Culture of Journalism: Values, Ethics and Democracy", in <i>Media & Culture</i> , pp.423-435 |
| Mon, Mar 5 | Journalism and society III: Fake News | | R. Campbell et al. (2013). "The Culture of Journalism: Values, Ethics and Democracy", in <i>Media & Culture</i> , pp.435-447 |
| Wed, Mar 7 | Journalism and society IV : Slow Journalism and the Graphic Novel | | Case Study: <i>The Crack</i> (G. Abril & C. Spottorno, 2016) http://www.lagrieta.info/home |
| Fri, Mar 9 | Last Day to Drop a Class and Receive a Grade of W | | |
| | Television and society I | | S. Johnson (2005) "Television", in <i>Everything Bad is Good for You</i> , pp.62-84. |

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| Mon, Mar 12 | Television and society II | | N. Couldry (2003). “‘Live reality’ and the future of surveillance”, in <i>Media Rituals</i> , pp.95-114. |
| Wed, Mar 14 | Media Effects and Content Analysis I | | R. Campbell et al. (2013). “Media Effects and Cultural Approaches to Research”, in <i>Media & Culture</i> , pp. 453-466. |
| Thu, Mar 15 | Last Day to Submit Transfer Application for Fall Semester | | |
| Fri, Mar 16 | Presentations I | Paper 2 Due | No readings assigned |
| Mon, Mar 19 | Presentations II | | No readings assigned |
| Wed, Mar 21 | Media Effects and Content Analysis II | | Movie: <i>Elephant</i> (Gus Van Sant, 2003). |
| Fri, Mar 23 | Media Effects and Content Analysis III | | “Columbine Students Talk of the Disaster and Life”, in <i>The New York Times</i> (April 30, 1999). http://www.nytimes.com/learning/students/pop/043099colo-voices.html |
| Mon, Mar 26 to Fri, Mar 30 | Easter Holiday | | |
| Mon, Apr 2 | Cultural Approaches to Media Research I | | R. Campbell et al. (2013). “Media Effects and Cultural Approaches to Research”, in <i>Media & Culture</i> , pp. 466-473. |
| Wed, Apr 4 | Registration for Fall 2018 Semester Begins | | |
| | Cultural Approaches to Media Research II | | M. Barker. “Loving and Hating <i>Straw Dogs</i> : The Meanings of Audience Responses to a Controversial Film”, in <i>Participations</i> , Volume 2, Issue 2 (December 2005). |
| Fri, Apr 6 | Videogames I: Gamification | | I. Bogost (2007). “Preface” to <i>Persuasive games: the expressive power of videogames</i> . Massachusetts: MIT Press. |
| Mon, Apr 9 | Videogames II: Playful Identities | | J. Raessens. (2006). “The Ludification of Culture”, in <i>Rethinking Gamification</i> , pp.91-112. |
| Wed, Apr 11 | Applied Communication III: Videogames and Activism. Documentary game | | Case Study: <i>Fort McMoney</i> (David Dufresne, 2013) http://www.fortmcmoney.com/#/fortmcmoney |
| Fri, Apr 13 | Media, Power, Globalization (MPG) I: Media and Power(s) | | Interview with Noam Chomsky. “Mass Media, Globalization, and the Public Mind”, <i>Radio Overture</i> . May, 2000. https://towardfreedom.com/archives/special-reports-archives/an-interview-with-noam-chomsky/ |
| Mon, Apr 16 | MPG II: The Network Society | | M. Castells (2007). “Communication, Power and Counter-power in the Network Society”, in <i>International Journal of Communication</i> , ijoc.org/index.php/ijoc/article/download/46/35 |

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| Wed, Apr 18 | MPG III: Internet and democracy: Social Media | | R. Campbell et al. (2013). "The Internet and the Arab Spring", in <i>Media & Culture</i> , p.51. |
| Fri, Apr 20 | MPG IV: Cyberpunk and Hacker Culture | | W.Gibson (1984), Chapter 1 of <i>Neuromancer</i> . |
| Mon, Apr 23 | MPG V: Free Software | Paper 3 due | B. Sterling (1993). "Crashing the System", in <i>The Hacker Crackdown. Law and Disorder on the Electronic Frontier (Part 1)</i> http://www.mit.edu/hacker/hacker.html |
| Wed, Apr 25 | MPG VI: The Paradigm of Collective Intelligence | | Screening and discussion: <i>Wisdom of The Crowd</i> (2017, Episode I) |
| Fri, Apr 27 | MPG VII: Propaganda and Counter-Power | | E. Said (2001). <i>Propaganda and War</i> , https://www.mediamonitors.net/perspectives/propaganda-and-war/ |
| Mon, Apr 30 | Final reflections on the course, questions and queries. | | No readings assigned |
| Wed, May 2 | Día de la Comunidad (Campus Closed) | | |
| Wed, May 9 | Final Exam (12:00-15:00) | | |

UNIVERSITY CALENDAR SPRING 2018

| JANUARY | |
|------------------------------|---|
| Wednesday 10 | First Day of Classes |
| Sunday 21 | Last Day to Drop a Class without a Grade W and/or Add a Class; Last Day to Choose Audit (AU) or Pass/No Pass (P/NP) Options |
| Friday 26 | No Classes Application Deadline for Spring Semester Degree Candidates |
| FEBRUARY | |
| Wednesday 14 | Ash Wednesday Registration for Summer 2018 Begins |
| Thursday 22 | No Classes (Winter Break) |
| Friday 23 | |
| Tuesday 27 | Professors' Deadline to Submit Midterm Grades |
| MARCH | |
| Friday 9 | Last Day to Drop a Class and Receive a Grade of W |
| Thursday 15 | Last Day to Submit Transfer Application for Fall Semester |
| Monday 26 to Wednesday 28 | Semana Santa Holiday (Campus Closed) |
| Thursday 29 | Jueves Santo (Campus Closed) |
| Friday 30 | Viernes Santo (Campus Closed) |
| APRIL | |
| Wednesday 4 | Registration for Fall 2018 Semester Begins |
| MAY | |
| Tuesday 1 | Día del Trabajador (Campus Closed) |
| Wednesday 2 | Día de la Comunidad (Campus Closed) |
| Thursday 3 | Spring 2018 Final Day of Classes |
| Fri day 4 to Thursday 10 | Spring 2018 Final Exams |
| Friday 11 | University Housing Move-out Date |
| Saturday 12 | Commencement |
| Sunday 13 | Professors' deadline to submit spring 2018 final grades |

UNIVERSITY POLICIES

University Statement on Academic Integrity: Academic integrity is honest, truthful and responsible conduct in all academic endeavors. The mission of Saint Louis University is "the pursuit of truth for the greater glory of God and for the service of humanity." Accordingly, all acts of falsehood demean and compromise the corporate endeavors of teaching, research, health care and community service via which SLU embodies its mission. The University strives to prepare students for lives of personal and professional integrity, and therefore regards all breaches of academic integrity as matters of serious concern.

The governing University-level Academic Integrity Policy can be accessed on the Provost's Office [website](#). Additionally, SLU-Madrid has posted its academic integrity policy online:

<http://www.slu.edu/madrid/academics>. As a member of the University community, you are expected to know and abide by these policies, which detail definitions of violations, processes for reporting violations, sanctions and appeals.

The professor will review these matters during the first weeks of the term. Please direct questions about any facet of academic integrity to your faculty, the chair of the department of your academic program, or the Academic Dean of the Madrid Campus.

University Title IX Statement: Saint Louis University and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member must notify SLU's Title IX deputy coordinator, Marta Maruri, whose office is located on the ground floor of Padre Rubio Hall, Avenida del Valle, 28 (mmaruri@slu.edu; 915-54-5858, ext. 213) and share the basic fact of your experience with her. The Title IX deputy coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus.

If you wish to speak with a confidential source, you may contact the counselors at the SLU-Madrid's Counseling Services on the third floor of San Ignacio Hall (counselingcenter-madrid@slu.edu; 915-54-5858, ext. 230) or Sinews Multipletherapy Institute, the off-campus provider of counseling services for SLU-Madrid (www.sinews.es; 917-00-1979). To view SLU-Madrid's sexual misconduct policy and for resources, please visit the following web address: <http://www.slu.edu/Documents/Madrid/campus-life/SLUMadridSexualMisconductPolicy.pdf>.

Students with Special Needs: In recognition that people learn in a variety of ways and that learning is influenced by multiple factors (e.g., prior experience, study skills, learning disability), resources to support student success are available on campus. Students who think they might benefit from these resources can find out more about:

- Course-level support (e.g., faculty member, departmental resources, etc.) by asking your course instructor.
- University-level support (e.g., tutoring/writing services, Disability Services) by visiting the Academic Dean's Office (San Ignacio Hall) or by going to <https://www.slu.edu/madrid/academics/student-resources>.

Students with a documented disability who wish to request academic accommodations must contact Disability Services to discuss accommodation requests and eligibility requirements. Once successfully registered, the student also must notify the course instructor that they wish to access accommodations in the course. Please contact Disability Services at disabilityservices-madrid@slu.edu or +915 54 58 58, ext. 230 for an appointment. Confidentiality will be observed in all inquiries. Once approved, information about the student's eligibility for academic accommodations will be shared with course instructors via email from Disability Services. For more information about academic accommodations, see "Student Resources" on the SLU-Madrid webpage.

Note: Students who do not have a documented disability but who think they may have one are encouraged to contact Disability Services.

(IF APPLICABLE): Mandatory Trips/Activities: Students enrolled in this class must participate and make payment for all mandatory trips/activities. The prices posted on the web are approximate; the final price will be based on the number of students enrolled on the last day of the Add/Drop period. All students, including those who withdraw from the class after this date, are required to pay these fees, which are non-refundable, unless the trip is cancelled due to low enrollment. Please review SLU-Madrid's trip policies, available on-line.