

LCC 6104

Studies in Communication and Culture

Professor Anne Balsamo

Monday, 300-600 pm

Office: 8B Skiles Hall, 894-7409

Built on the scholarship that addresses communication issues from a cultural studies perspective, this course sets in place a theoretical foundation for the study of communication as eminently cultural phenomena. We begin with a discussion of different models of communication that also includes a brief historical overview of mass communication studies in the U.S. From here we move to address questions of representation and theories of interpretation. The theoretical concepts discussed in this course provide a framework for analyzing computer-mediated communication practices and other new technological formations. The intent is to provide IDT students with an academic foundation for their future encounters with new media, both as producers and consumers of new cultural forms.

Required Books

Rowland Lorimer, *Mass Communications: A comparative Introduction* (Manchester: Manchester UP, 1994).

Marshall McLuhan, *Understanding Media*

Michel deCerteau, *The Practice of Everyday Life* (Berkeley: U of California P, 1984).

Packet of Readings: Master Copy will be Distributed on Day One

Course Requirements

All work must be completed to receive course credit.

- Weekly participation in class discussion;
- One in-class presentation on assigned reading;
- One mid-term Key Words paper (7-10 pages);
- One seminar paper (12-15 pages).

COURSE SCHEDULE AND READING LIST

WEEK 1 Introduction and Overview
Intellectual Genealogy of the Course

UNIT 1 Introduction to Communication Studies
wk 2/3 and Models of Communication

Carey, "Introduction," *Communication as Culture: Essays on Media and Society* (Boston: Unwin/Hyman) 1989.

Carey, Chapter 1: "A Cultural approach to Communication," *Communication as Culture: Essays on Media and Society* (Boston: Unwin/Hyman) 1989.

Lorimer, Chapter 1: "Communication and Society"

UNIT 2 Introduction to Media Studies
wk 3/4

Lorimer, "Chapter 2: Mass Communication and Society"

McLuhan, Marshall. Intro, Chpts. 1, 4, 6

Warner, Michael, "The Public Sphere and the Cultural Mediation of Print," in William S. Solomon and Robert W. McChesney, eds. *Ruthless Criticism: New Perspectives in U.S. Communication History*, (U of Minnesota Press, 1989)

WEEK 4 MIDTERM KEYWORD EXAM DUE

UNIT 3 Reading Culture
wk 5/6

Lorimer, Chapter 8: "Media Content"
Turner, Graeme. "Texts and Contexts," *British Cultural Studies: An Introduction* (Boston: Unwin Hyman, 1990).
McLuhan, Marshal. Excerpts, *The Mechanical Bride: Folklore of Industrial Man* (Boston: Beacon Press, 1951)
Barthes, Roland. "Myth Today" *Mythologies* (NY: Hill and Wang, 1972)
Hall, Stuart, "The Narrative Construction of Reality," *Southern Review* 17 (Mar 1984): 33-40.
Lorimer, Chapter 5: "The Function of Journalists"
Slack, Jennifer. "Contextualizing Technology," *Rethinking Communication Vol. 2: Paradigm Exemplars*, eds. Brenda Dervin, Barbara O'Keefe, Lawrence Grossberg, and Ellen Wartella (Sage: 1989).

UNIT 4 Writing Culture

wk 7/8

Lorimer, Chapter 7: "Media and Audiences"
Carey, Jim. "Mass Communication and Cultural Studies," *Communication as Culture: Essays on Media and Society* (Boston: Unwin/Hyman, 1989).
deCerteau, Michel. "Reading as Poaching," and other excerpts
Foucault, Michel. "What is an Author?" *The Foucault Reader* (NY: Pantheon Books, 1984).
Walkerdine, Valerie. "Video Replays," *The Media Reader*, eds., Manuel Alvarado and John O. Thompson (London: BFI, 1990).

UNIT 5 Our Place in History: Institutions, Technological Formations, and Contemporary Global Media Relations

wk 9/10

Bolton, Richard, "The Modern Spectator and the Postmodern Participant," *Photo Communique*, Summer 1986
Robins, Kevin and Frank Webster, "Broadcasting Politics: Communications and Consumption," *The Media Reader*, eds., Manuel Alvarado and John O. Thompson (London: BFI, 1990).
Benjamin, Walter, "The Work of Art in the Age of Mechanical Reproduction," in *Gerald Mast and Marshall Cohen, Film Theory and Criticism: Introductory Readings* (NY: Oxford UP, 1985).
Nichols, Bill, "The Work of art in the age of Cybernetics," *Screen* 29, 4 (Winter, 1988): 22-46.

KEY CONCEPTS

UNIT 1

Theories of Society
Theories of Culture
 Folk Culture
 Mass Culture
 Popular Culture

Models of Communication
 Transmission Model
 Ritual Model
 Cultural Model

UNIT 2

Mass Media
Technological Determinism
The Public Sphere
Empiricism
Political Economy
The Frankfurt School
The Culture Industries
Reflection vs Production
Structuralism
Culturalist Approaches
Critical vs mainstream approaches

UNIT 3

Cultural Theory
Media Forms
Messages and Meanings
Signification
Codes and Conventions

Representation
Narrative
Myth
Ideology

UNIT 4

Audience Analysis
Market Analysis
The Author Function
Tactics vs Strategies
Spaces vs places
Reading as Poaching
The art of practice
Writing the city
Literacy
Ethnography
Self-reflexivity
Feminist Theory

UNIT 5

Modernism
Postmodernism
The Information Revolution
Mechanical Reproduction
Cybernetic Replication
Art Theory
Aesthetics
Historiography
The Global Mediascape

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