JAMS 562: Media Studies and Culture

Spring; M/W 9:30 – 10:45am; MER 347

Prof. Richard Popp Office Hours: TBA
126 Johnston Hall (414) 229-5376; popp@uwm.edu
Office Hours: TBA

Course Description
The purpose of this course is to provide an advanced discussion of the field of media studies. It builds on the foundational knowledge covered in JAMS 262 (Principles of Media Studies). In particular, JAMS 562 provides an in-depth look at a range of social and cultural theories that have been especially influential in media studies scholarship. The course is structured around a number of major issues in media culture (communication technology, cultural identity, and consumer society) using each as a vantage point on the roles that media have played in shaping social structures and the dynamics of cultural identity – including issues of race, ethnicity, class, gender, and sexuality. By examining media theories and methods of cultural analysis, and putting these tools to use in a research project, students will develop a nuanced understanding of the complex relationships among media systems, culture, and society.

Course Objectives
1. Understanding influential schools of thought in media studies
2. Understanding how media function within structures of power
3. Understanding and engaging critically with scholarship in media and cultural studies
4. Understanding the relationships between media technologies, industries, texts, audiences, and their social contexts
5. Developing media studies research and writing skills in planning, researching, and executing a work of media analysis

Course Texts
• Additional readings will be made available electronically.

Course Readings (Fall 2012; will be tweaked for Spring 2013)


Robins, Kevin. “Identity” in New Keywords: A Revised Vocabulary of Culture and Society (Malden, MA: Blackwell, 2005), 172-175.


