DRAFT
Journalism, Advertising, and Media Studies 700
Approaches to Media Studies
Fall 2013
Wednesday, 9:30AM – 12:10 PM, JOH 310

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Office hours: Monday and Wednesday, 1:00 – 2:30PM and by appointment

Course Description
This course introduces graduate students to humanities-based approaches to studying media. As such, we will consider theories foundational to this scholarship, as well as considering examples of such scholarship on a range of topics. Students will gain a familiarity with humanistic thinking and its application to the study of media, focused largely on critical and cultural approaches, including work on the public sphere and citizenship, cultural studies (industry, text, audience, and contextual analyses), and the politics of representation. Students will learn about such research methods as historical analysis, textual analysis, and discourse analysis, and will get practice in applying these skills to their own work.

Course Objectives
By the end of this course, you will:
1) understand major areas of humanistic inquiry in the study of media;
2) comprehend specific theories and methods of humanistic media scholarship;
3) improve your research, writing, and analysis skills through class discussions and course assignments; and
4) deepen your understanding of media as a social, cultural, and political force and as an object of scholarly inquiry

Readings:
Available at the UWM Bookstore:


Books are also on reserve at the Golda Meir Library

Available on e-reserve through D2L:


**Evaluation:**

**Reading Questions -- 10%**

Each student is responsible for writing questions in response to the week’s readings three times during the semester. These questions will be posted to the class D2L site by 10 PM the day before each seminar and may serve as a basis for discussion in that week’s class. You are expected to write multiple questions (3-4 in total) that either focus on a specific reading or that raise issues occurring across readings. In weeks with multiple reading assignments, you will be expected to address at least 2 of the assigned articles in your questions. Questions should be substantial and involve some explication (rather than being single, short sentences). A given week’s questions should run between 300 and 500 words total.

**Class Participation – 15%**

All students are expected to attend every class session and to participate in class discussions. This requires that you come prepared to every class session, which means that you have carefully read the week’s assignments, as well as the reading questions posted to the class blog.

**Short Papers (4) – 10% each (40% total)**

Each student will write four short papers (1000 – 1200 words each) over the course of the semester. These are designed as “exercises” to give you the opportunity to try some of the main kinds of research and writing in humanistic media studies. Each paper will require some research. Papers will be assessed in terms of how well they exemplify the assigned approach, as well as how effectively they employ research, construct an argument, and express their ideas. The four types of papers will be 1) industrial analysis, 2) audience analysis, 3) textual analysis, and 4) discourse analysis. Students will be allowed to pick their own objects of study, although some suggested topics may be offered. Students will receive more detailed instruction as the assignments arise.

**Final Paper – 35% total**

Students will expand one of the short papers into a longer paper (2500-3000 words) due at the end of the semester. This paper should incorporate suggestions for revision and secondary sources, as well as expanding upon the primary analysis begun in the short paper.
Proposal/Annotated Bibliography – 5% - In one – two paragraphs, describe the focus of the paper and the ways you will expand upon the previous paper. Also include a bibliography of secondary sources (4 – 5 minimum) that you will draw upon to help you contextualize your primary analysis. In addition to offering a full citation, write a paragraph summarizing the key contribution this source makes to your argument.

Final Paper – 30% - Papers should offer significant development from short paper. Papers will be assessed on integration of secondary sources, development of analysis, clarity and strength of argument and supporting evidence, and effectiveness of writing.

In order to pass the course, all work must be completed. Late assignments will be penalized 1/3 grade per day (e.g., A to A-, A- to B+).

Academic misconduct/Plagiarism
Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors. Any instances of academic misconduct, including plagiarism, will receive the full penalties, per the policies and practices of the Department of Journalism & Mass Communication, the College of Letters & Science, and the University of Wisconsin-Milwaukee.

Special accommodations
If you need special accommodations in order to meet any of the requirements of this course, please contact me as soon as possible.

Students will be allowed to complete examinations or other requirements that are missed because of a religious observance.

For university policies on these and other matters, please see http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf.

Weekly Schedule
MSR = Ouellette, Media Studies Reader
D2L = available on D2L

Week One -- Introduction
9/4/13

Week Two – Traditions of media study: Mass culture vs. popular culture
9/11/13
MSR: Adorno and Horkheimer
    Modleski
    Lipsitz
Week Three – Cultural studies: Cultural circuits
9/18/13
DuGay, et al. Doing Cultural Studies (Read all except Selected Readings and Activities)

Week Four – Political economy and Marxist theories
9/25/13
MSR: Schiller
Smith-Shomade
D2L: Banks, “Constructing Video Dreams”
Murdock and Golding, Selection from “Capitalism, Communication and Class Relations”

Week Five – Media industry studies
10/2/13
D2L: Kellner, “Media Industries, Political Economy, and Media/Cultural Studies”
Hilmes, “Nailing Mercury”
MSR: Kraidy

Week Six -- Ethnographies of media production
10/9/13
D2L: Caldwell, “Cultures of Production”
Grindstaff, “Self-Serve Celebrity”
Robinson, “Traditionalists vs. Convergers”

Industry Analysis Due

Week Seven – Media audiences/users
10/16/13
MSR: Ang
Ito
D2L: Click et al., “Making Monsters”
Ley, “Vive Les Roses!”

Week Eight – Textual analysis
10/23/13
MSR: Hall, “The Work of Representation”
D2L: Aslinger, “Nip/Tuck: Popular Music”
Douglas, “Jersey Shore: Ironic Viewing”

Audience Analysis Due

Week Nine – Politics of representation
10/30/13
D2L: Hall, “The Spectacle of the ‘Other’”
MSR: McClintock
Week Ten – Case studies in critical/cultural analysis: Discourses
11/6/13
MSR: Spigel
D2L: Newman and Levine, “Legitimating Television”
      Newman, “Free TV”

Textual Analysis Due

Week Eleven – Case studies in cultural analysis: Histories
11/13/13
D2L: Popp, “Cultural History and Media Studies”
      Levine, “The Sex Threat”
MSR: Gitelman

Discourse Analysis Due MONDAY, 11/18/13, 9:30AM

Week Twelve – Conferences
11/20/13

Thanksgiving break

Week Thirteen – Theories of citizenship and the public sphere
12/4/13
MSR: Dahlgren
D2L: Habermas, “The Public Sphere”
      McMurria, “Regulation and the Law”
      Allen, “The Ethical Roots of the Public Forum”

Paper Proposal Due

Week Fourteen – Analyzing media and citizenship
12/11/13
MSR: Jones
      Ouellette and Hay
      Amaya
D2L: Smith, “Building an Agenda”

Final Papers due– Wed., Dec. 18, 2013, 9:30 AM