Journalism, Advertising, and Media Studies 262
Principles of Media Studies
Fall 2019
Monday and Wednesday, 9:30 AM – 10:45 AM, LUB S231

Professor: Elana Levine
Office: 581 Bolton
E-Mail: ehlevine@uwm.edu

Course Description:
This course is the first course in the JAMS Media Studies concentration. It is designed to offer you an overview of the central issues and concerns in the field of media studies. While this is a field that recognizes and seeks to understand the pleasures of media in our everyday lives, it also takes a critical perspective on the media, questioning why and how media industries, media texts, and media audiences function as they do. Central to this course is the idea that media matter in our international, national, and local societies and in our individual, everyday lives. Thus, we will treat all kinds of media seriously, even when a media product seems to be pure “entertainment.” We will also explore a range of different media forms, focusing on television, radio, newspapers, magazines, and the internet. Although most of our readings and examples will be drawn from U.S. media, we will also take into account the global circulation of media in the 21st century. No matter what kind of media we are studying, we will always consider it in terms of three key aspects: media industries and production practices, media texts, and media audiences. We will explore the central issues in each of these key areas.

Course Objectives:
By the end of this course, you will:
1) Understand the parameters of the field of media studies
2) Understand the key issues surrounding media industries, media texts, and media audiences
3) Improve your media analysis skills, both oral and written
4) Improve your ability to read and understand media studies scholarship
5) Develop a more critical, sophisticated perspective on your own relationship to media

Required Readings:
Available at the UWM Bookstore