**Journalism, Advertising, and Media Studies 700**  
**Approaches to Media Studies**  
**Fall 2018**  
Thursday, 9AM – 11:40 AM, BOL 581

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Office hours: Wednesdays, 1:30 – 3:30 PM 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. Lastly, the course will introduce students to a number of helpful “tools” and research and study skills to help them succeed in graduate school.

**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  
5) know how to use a number of research and study tools and skills

**Readings:**  
[Books to purchase]  

Other readings will be available digitally through the UWM Library or D2L