

PS A CRITICAL HISTORY OF MEDIA IN THE U.S. (HWS 2016)

DESCRIPTION

Wednesday, 3:30 - 5p.m., EO 145

Through the global dominance of U.S. media, such as the Hollywood film industry we are all to some extent familiar and exposed to U.S. American media. In this seminar we will take a look at different media, placing them into the social and historical context of their appearance. Combining a cultural and media studies angle with questions of social, political and monetary power, the course has a variety of aims: throughout the semester we will

- a) get an overview over some of the most important media of the past 120 years, from newspapers and magazines, via radio, film and TV, to the internet,
- b) examine different angles of studying these media in terms of their content and the institutional and monetary frameworks in which they operate
- c) see how media and their means of expression are shaped by their mediality as well as their cultural and historical times, and
- d) examine the complex interrelations between economic interests, societal discourses and the mass media.

The texts discussed will vary between scholarly examinations of the various media from a variety of perspectives and examples of texts in these media, showing how certain texts open up specific questions as well as how specific theoretical approaches shape our perspective on these media.

CONTACT

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Office Hours: Tuesday: 3:30 – 4:00 p.m.

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and in room 509 at Haus Oberrhein,

Rheinvorlandstraße 5 (by appointment)

SYLLABUS

Date	Topic
14.09.	<u>Kick-Off</u> (JF & SCA) Get to know each other, introduction of syllabus and examination requirements, choose presentation topics and groups
21.09.	<u>The Political Economy of Media</u> (SCA) McChesney, R. W. (2012). The political economy of communication: An idiosyncratic presentation of an emerging subfield. In A. N. Valdivia (Ed.), <i>The International Encyclopedia of Media Studies</i> . Oxford, UK: John Wiley & Sons, Ltd. Retrieved from http://proquest.techbus.safaribooksonline.de/book/digital-media/9781118733561/part-3-foundations/ch30_html?uicode=unimann
28.09.	<u>1897 & American Journalism</u> (JF) Campbell, W. J. (2006). <i>The year that defined American journalism: 1897 and the clash of paradigms</i> . New York, NY: Routledge. → p. Xiii-xvii and 1-30
05.10.	<u>Airwave Struggle</u> (SCA) Pickard, V. (2013). "The air belongs to the people": The rise and fall of a postwar radio reform movement. <i>Critical Studies in Media Communication</i> , 30(4), 307–326. doi:10.1080/15295036.2012.705436
12.10.	<u>The Hollywood System & The Blaxploitation Tradition</u> (JF) Guerrero, E. (1993). <i>Framing blackness: The African American image in film. Culture and the moving image</i> . Philadelphia Pa.: Temple Univ. Press. 69-111. <u>Watch</u> : <i>Shaft</i> . (1971). Dir. Gordon Parks. Perf. Richard Roundtree. MGM.
19.10.	<u>Television News as Parody</u> (SCA) Anderson, J., & Kincaid, A. D. (2013). Media subservience and satirical subversiveness: The Daily Show, The Colbert Report, the Propaganda Model and the paradox of parody. <i>Critical Studies in Media Communication</i> , 30(3), 171–188. doi:10.1080/15295036.2013.771276 <u>Watch</u> : <i>The Daily Show</i> (tba). Comedy Central.

26.10. The New Media as Liberation? The Internet, Participatory Culture, and Free Labor (JF & SCA)

Barlow, J. P. (1996). A declaration of the independence of cyberspace. Retrieved from <https://www.eff.org/de/cyberspace-independence>

Fuchs, C. (2014). *Social Media: A critical introduction*. London, UK: SAGE. → Chapter 5

Jenkins, H. (2008). *Convergence culture: Where old and new media collide* (Updated and with a new afterword). New York, NY: New York Univ. Press. → Chapter 1

02.11. From 1892 to 2016: Media Economy and Media Change (JF & SCA)

Preliminary Discussion, preparation of Group Led Sessions, Q&A about term paper/ oral exam

09.11. _____ (Group 1)

16.11. _____ (Group 2)

23.11. _____ (Group 3)

30.11. _____ (Group 4)

07.12. The Future of Media? // Wrap Up (JF & SCA)

Final Discussion, Feedback, Q&A about term paper/ oral exam

EXAMINATION REQUIREMENTS

- Weekly reading for the session
- Short written responses to the preparatory readings (20% of final grade)

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- Post questions, points where you disagree, comments or sections you find particularly worth discussing on **TRAQ** (ILIAS) the Tuesday before the session by noon
- Vote for questions and suggestion you would like to discuss, or answer them on TRAQ the session Wednesday by noon
- Grading: posts on 6 topics = 1, on 5 topics = 2, 4 topics = 3, 3 topics = 4, 2 or less topics = 5
- Active participation
 - You have **read** (really read!) the text(s), marked them, highlighted important sections, or made excerpts of the main points
 - in class you have a copy in front of you that you can work with, i.e. that is readable, that you can write on etc. so that we can work with the texts in class
- Leading Part of a session in a group (30% of final grade)
 - You will be part of a group taking over a session.
 - We expect you to structure a session didactically, this includes selecting preparatory material for the others; thinking of activities to present the information on your topic and have them engage with the materials. Do not simply have 8 oral presentations in a row.
 - Your grade will depend on how well-thought out and presented your part of the group's work is.
 - Your part of the session should be identifiable and distinguishable from that of the others.
- Term paper / oral exam (50% of final grade)
 - **Discuss** your thesis statement & structure with your instructor before you start writing.
 - The length of a term paper is ~ 12 pages (excluding title, table of contents, and bibliography) – please email your paper by Jan 31 2017, 23:59 p.m. at the latest and hand in a hard copy in the secretary's office on Jan 30 or Feb. 02 2017.
 - English / American Studies:
 - If you want to write a term paper in English / American Studies you will have completed Study Skills Modules 1, 2, and 3a.
 - Media/ Communication Studies:
 - For formal advice and citation style check „Hinweise zum Anfertigen von Hausarbeiten“ in the MKW-Studienhandbuch: http://mkw.uni-mannheim.de/ba_medien_und_kommunikationswissenschaft/studienhandbuch/downloads/studienhandbuchaufgabe_8_30_aug_2016/Studienhandbuch_8.pdf