

# Seminar in Media Studies

COMM502

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## Course description

The seminar will survey the major traditions of media studies scholarship with a particular focus on North America. Its purpose is to provide historical context for a nuanced understanding of the field of media and communications research in the 21<sup>st</sup> century. The seminar will consist primarily of discussions of readings, which will consist mostly of primary documents—pieces of research now considered classic /formational /canonical in the field. Students will be expected to read carefully and participate actively in criticizing, evaluating, and appraising this research.

## Course Objectives

Media and communications research is a field composed of incommensurable perspectives, approaches, and traditions. The course begins with the assumption that no grand synthesis or grand narrative of the field will be acceptable to all interested parties, and that any synthesis or narrative, consciously or unconsciously, will be rooted in a particular research tradition. The seminar intends to instill an awareness of the stakes and dynamics of disciplinary histories. At the end of the semester, it is hoped that each student will have arrived at one's own position on the proper approaches and research traditions of the field.

## Reading materials

- Durham Peters and Peter Simonson, eds, *Mass Communication and American Social Thought: Key Texts, 1919-1968*.
- Dennis McQuail, *McQuail's Reader in Mass Communication Theory*.
- Elihu Katz, John Durham Peters, Tamar Liebes, and Avril Orloff, eds., *Canonic Texts in Media Research: Are There Any? Should There Be Any? How About These?*

These are available online, used or new through various online vendors. The remainder of the readings will be available on e-reserve or will be distributed by e-mail or handed out in class.

## Requirements

Grades for the course will be based on in-class performance and two take-home exams.

### Exams

Two exams will be administered during the course of the seminar, both following take home form and on the dates listed on the course schedule. More detail will follow. The first exam will be worth 30% and the second 40% of your grade, totalling 70% of your final grade.

### Participation

Your attendance and participation to class discussions is essential and expected. This is a graduate seminar, meant to inform you on this topic but to also teach you to articulate your own opinions with confidence. All

readings should be completed before the assigned date, and you should come to class prepared to talk. You will also prepare discussion questions for a specific topic, to be determined later. A sign up sheet will be circulated. Worth 30% of your grade.

### Special Needs

It is our desire that all students participate fully in the curriculum of our department. If you have a disability or special condition that compromises your ability to successfully participate in this class, please notify me as soon as possible and make sure you register with the appropriate University office. All efforts will be made to accommodate your needs.

### Honor Code

All students are expected to read and observe the UIC Honor Code Policy concerning academic integrity.

### Plagiarizing

When facts or other material are obtained from an outside source, that source should be cited properly in the text and the bibliography/references section of your work. Plagiarism is defined as taking the words or ideas of another person and presenting them as one's own without proper credit. Plagiarizing is considered cheating, and a student who plagiarizes will receive a zero for that assignment and/or a failing grade for the course. If you are not certain that you are citing materials properly, feel free to double check your citations with me.

## COURSE SCHEDULE

Reading assignments should be completed prior to the date for which they are assigned. You should come to class prepared to discuss what you have read. This schedule is tentative – you will be advised of changes. Readings will be made available online.

DATE	TOPICS	READINGS
Aug. 25	Course overview	
Sep. 1	Progressivism	<ul style="list-style-type: none"> <li>• Cooley, Process of Social Change (Peters/Simonson, 21)</li> <li>• Addams, House of Dreams (Peters/Simonson, 25)</li> <li>• Royce, Provincialism (e-reserve)</li> <li>• Park &amp; Burgess, Intro to Science of Soc (Peters/Simonson, 31)</li> <li>• Edward A. Ross, The Suppression of Important News, from Changing America (NY: 1912), in RW McChesney and Ben Scott, eds., Our Unfree Press (NY: 2004), pp. 181-92.</li> <li>• Daniel Czitrom, Toward a New Community? Modern Communication in the Social Thought of Charles Horton Cooley, John Dewey, and Robert Ezra Park, in Media and the American Mind (Chapel Hill, 1982) 91-121.</li> <li>• James Carey, "Commentary: Communication and the Progressives." Critical Studies in Mass Communication 6 (1989): 264-82.</li> </ul>
Sep. 8	The Chicago School	<ul style="list-style-type: none"> <li>• John Dewey, Nature, Communication, and Meaning (Peters/Simonson, 35)</li> <li>• George Herbert Mead. Obstacles and Promises in the Development of the Ideal Society, from Mind, Self, and Society. (e-reserve)</li> <li>• Gunnar Myrdal, The Negro Press (Peters/Simonson, 206).</li> <li>• James Carey, "The Chicago School and the History of Mass Communication Research," in James Carey: A Critical Reader Minneapolis: University of Minnesota Press, 1997 pp. 15-33. (e-reserve)</li> </ul>

		<ul style="list-style-type: none"> <li>• Thomas, William I., and Florian Znaniecki. "The Wider Community and the Role of the Press." In <i>The Polish Peasant in Europe and America</i>, Vol. 2, pp. 1367-97. New York: Knopf, 1927. (e-reserve)</li> <li>• Herbert Blumer, "Conclusion," from <i>Blumer, Movies and Conduct</i>. (Peters/Simonson 91)</li> <li>• Louis Wirth, <i>Consensus and Mass Communication</i>. (Peters/Simonson, 249)</li> <li>• Eric Rothenbuhler, <i>Community and Pluralism in Wirth's Consensus and Mass Communication</i> (Katz et al., 106)</li> <li>• Donald Horton and R. Richard Wohl, <i>Mass Communication and Para-social Interaction: Observations on Intimacy at a Distance</i> (Peters/Simonson, 373)</li> <li>• Donald Handelbaum, <i>Towards the Virtual Encounter</i> (Katz et al., 137)</li> </ul>
Sep. 15	Propaganda	<ul style="list-style-type: none"> <li>• Harold Lasswell, <i>The Results of Propaganda</i> (Peters/Simonson, 47)</li> <li>• Edward Bernays, <i>Manipulating Public Opinion: The Why and the How</i> (Peters/Simonson, 51)</li> <li>• James R. Mock and Cedric Larson, <i>The American Mind in Wartime</i>, from <i>Words that Won the War</i> (NY: 1939), pp. 3-18. (e-reserve)</li> <li>• AM Lee and EB Lee, <i>The Fine Art of Propaganda</i> (Peters/Simonson 124)</li> <li>• Ernst Kris and Hans Speier, <i>Nazi Propaganda and Violence</i> (Peters/Simonson, 182)</li> <li>• Edward S. Herman, <i>The Propaganda Model: A Retrospective</i> (McQuail, 60)</li> <li>• Lippmann, Walter. <i>Public Opinion</i>. NY: McMillan, 1923. Intro: "The World Outside and the Pictures in Our Heads." Ch. 16, "The Self-Centered Man." Ch. 17, "The Self-Contained Community."</li> <li>• Dewey, John. "Search for the Great Community." <i>The Public and Its Problems</i>, pp. 143-84. New York: Henry Holt &amp; Co., 1927.</li> <li>• Michael Sproule, <i>Propaganda Studies in American Social Science: The Rise and Fall of the Critical Paradigm</i>. <i>Quarterly Journal of Speech</i>, v73 n1 p60-78 Feb 1987.</li> <li>• Jeffery L. Bineham, "A Historical Account of the Hypodermic Model in Mass Communication." <i>Communication Monographs</i> 55 (1988) 230-46.</li> </ul>
Sep. 22	The Columbia School	<ul style="list-style-type: none"> <li>• Edward Sapir, <i>Communication</i> (Peters/Simonson, 74)</li> <li>• James Rorty, <i>The Business Nobody Knows</i> (Peters/Simonson, 106)</li> <li>• Hadley Cantril and Gordon Allport, <i>The Influence of Radio upon Mental and Social Life</i> (Peters/Simonson, 110)</li> <li>• Helen McGill Hughes, <i>Human Interest Stories and Democracy</i> (Peters/Simonson, 118)</li> <li>• George Gallup and Saul Rae, <i>A Powerful, Bold, and Unmeasurable Party?</i> (Peters/Simonson, 128)</li> <li>• Robert S. Lynd, <i>Democracy in Reverse</i> (Peters/Simonson, 134)</li> <li>• Lazarsfeld, Paul, Bernard Berelson, and Hazel Gaudet. <i>The People's Choice: How the Voter Makes up his Mind in a Presidential Campaign</i>, pp. 1-9, 150-58. New York: Columbia University Press, 1948. (e-reserve)</li> <li>• Hovland, Carl I., Arthur A. Lumsdaine, and Fred D. Sheffield. <i>Experiments in Mass Communication</i>, pp. 3-16, 247-79. <i>Studies in the Social Psychology in World War II</i>, American Soldier Series, Vol. 3. Princeton: Princeton University Press, 1949. (e-reserve)</li> <li>• Lasswell, Harold D., Nathan Leites, et al. "Why Be Quantitative." <i>Language of Politics</i>, pp. 40-52. Cambridge: MIT Press, 1949. (e-reserve)</li> <li>• Merton, Robert, Marjorie Fiske, and Patricia L. Kendall. <i>The Focused Interview: A Manual of Problems and Procedures</i>. 1956. New York: Free Press, 1990. (e-reserve)</li> <li>• Gary Brett, "Communication Research, the Rockefeller Foundation, and Mobilization for the War on Words," <i>Journal of Communication</i>, 46(3) 1996.</li> </ul>

Sep. 29	The Limited Effects Model	<ul style="list-style-type: none"> <li>• Lang, Kurt, and Gladys E. Lang. "The Unique Perspective of Television and its Effects: A Pilot Study." <i>American Sociological Review</i> 18 (1953): 3–12. (Peters/Simonson, 328)</li> <li>• Katz, Elihu, and Daniel Dayan. "The Audience Is a Crowd, the Crowd Is a Public: Latter-Day Thoughts on Lang and Lang's "MacArthur Day in Chicago."" (Katz et al., 121)</li> <li>• Katz, Elihu, and Paul F. Lazarsfeld. "Between Media and Mass." <i>Personal Influence: The Part Played by People in the Flow of Communication</i>, pp. 15–25. Glencoe, Ill.: Free Press, 1955. (Peters/Simonson, 358)</li> <li>• Klapper, Joseph T. Chapters 1, 2. <i>The Effects of Mass Communication</i>, pp. 1–52. Glencoe, Ill.: Free Press, 1960. (e-reserve)</li> <li>• Schramm, Wilbur. Chapters 1, 2, and 7–14. <i>Men, Messages, and Media</i>, pp. 1–36, 113–290. New York: Harper &amp; Row, 1973. (e-reserve)</li> <li>• Verba, Sidney. "The Kennedy Assassination and the Nature of Political Commitment." <i>The Kennedy Assassination and the American Public</i>, pp. 348–60. Ed. Bradley S. Greenberg &amp; Edwin B. Parker. Stanford: Stanford University Press, 1965. (Peters/Simonson, 472)</li> <li>• Chaffee, Steven H., and J. Hockheimer. "The Beginnings of Political Communication Research in the United States: Origins of the 'Limited Effects' Model." In <i>The Media Revolution in America &amp; Western Europe</i>, pp. 267–96. Ed. Ev Rogers &amp; F. Balle. Norwood, N.J.: Ablex, 1985. (e-reserve)</li> <li>• Susan Douglas, "Personal Influence and the Bracketing of Women's History." <i>Annals of the American Academy of Political and Social Sciences</i> 608 (2006): 41-50.</li> </ul>
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Oct. 6	<b>Midterm exam due, no class</b>	<ul style="list-style-type: none"> <li>• Lazarsfeld, Paul. "Remarks on Administrative and Critical Communications Research." <i>Studies in Philosophy and Social Science</i> 9.1 (Spring 1941): 2–16. (Peters/Simonson, 166)</li> <li>• MacDougald, Duncan, Jr. "The Popular Music Industry." In <i>Radio Research 1941</i>, pp. 65–109. Ed. Paul F. Lazarsfeld &amp; F. N. Stanton. New York: Duell, Sloan &amp; Pearce, 1942. (Peters/Simonson, 174)</li> <li>• Lowenthal, Leo. "Biographies in Popular Magazines." In <i>Radio Research, 1942–1943</i>, pp. 507–48. New York: Duell, Sloan &amp; Pearce, 1944. (Peters/Simonson, 188)</li> <li>• Adorno, Theodor W. "A Social Critique of Radio Music." <i>Kenyon Review</i> 7.2 (Spring 1945): 208–17. (Peters/Simonson, 210)</li> <li>• Merton, Robert K. "The Social and Cultural Context." <i>Mass Persuasion: The Social Psychology of a War Bond Drive</i>, pp. 141–46. New York: Harper, 1946. (Peters/Simonson, 215)</li> <li>• Marcuse, Herbert. "Aggressiveness in Advanced Industrial Societies." <i>Negations: Essays in Critical Theory</i>, pp. 248–68. Boston: Beacon, 1968. (Peters/Simonson, 485)</li> <li>• Gitlin, Todd. "Media Sociology: The Dominant Paradigm." <i>Theory and Society</i> 6.2 (1974): 205–53. (McQuail)</li> <li>• Herzog, Herta. "On Borrowed Experience: An Analysis of Listening to Daytime Sketches." <i>Studies in Philosophy &amp; Social Science</i> 11.1 (1941): 65–95. (Peters/Simonson, 139)</li> <li>• Liebes, Tamar. "Herzog's 'On Borrowed Experience': Its Place in the Debate Over the Active Audience." (Katz et al)</li> <li>• Lazarsfeld, Paul F., and Robert K. Merton. "Mass Communication, Popular Taste,</li> </ul>
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		<p>and Organized Social Action." In <i>The Communication of Ideas</i>, pp. 95–188. Ed. L. Bryson. New York: Harper, 1948. (Peters/Simonson, 230)</p> <ul style="list-style-type: none"> <li>• Simonson, Peter, and Gabriel Weimann. "Critical Research at Columbia: Lazarsfeld and Merton's 'Mass Communication, Popular Taste, and Organized Social Action.'" (Katz et al)</li> </ul>
Oct. 20	The Mass Culture Debates	<ul style="list-style-type: none"> <li>• Powdermaker, Hortense. "Emerging from Magic." <i>Hollywood: The Dream Factory</i>, pp. 281–306. Boston: Little &amp; Brown, 1950. (Peters/Simonson, 280)</li> <li>• Riesman, David, with Reuel Denny and Nathan Glaser. "Storytellers as Tutors in Technique: Changes in the Agents of Character Formation." <i>The Lonely Crowd</i>, pp. 84–112. New Haven: Yale University Press, 1950. (Peters/Simonson, 293)</li> <li>• MacDonald, Dwight. "A Theory of Mass Culture." In <i>Mass Culture: Popular Arts in America</i>, pp. 59–73. Ed. Bernard Rosenberg &amp; David Manning White. Glencoe, Ill.: Free Press, 1957. (Peters/Simonson, 343)</li> <li>• Bell, Daniel. "The Theory of Mass Society: A Critique." <i>Commentary</i> 22.1 (July 1956): 75–83. (Peters/Simonson, 364)</li> <li>• Mills, C Wright. "The Mass Society." <i>The Power Elite</i>, New Edition, pp. 302–16. 1956. New York: Oxford University Press, 2000. (Peters/Simonson, 387)</li> <li>• Meyerson, Rolf, and Elihu Katz. "Notes on a Natural History of Fads." <i>American Journal of Sociology</i> 6 (1957): 594–601. (Peters/Simonson, 409)</li> <li>• Gerbner, George. "The Social-Anatomy of the Romance-Confession Cover Girl." <i>Journalism Quarterly</i> 35 (1958): 299–306. (Peters/Simonson, 434)</li> <li>• Lowenthal, Leo. "The Triumph of the Mass Idols." In <i>Literature, Popular Culture, and Society</i>, pp. 109–36. Palo Alto, Calif.: Pacific Books, 1961. E</li> <li>• Illouz, Eva. "Redeeming Consumption: On Lowenthal's 'The Triumph of the Mass Idols.'" (Katz et al)</li> </ul>
Oct. 27	Mainstream Challenges to Limited Effects	<ul style="list-style-type: none"> <li>• Greenberg, Bradley S., and Joseph R. Dominick. "Racial and Social Class Differences in Teen-Agers' Use of Television." <i>Journal of Broadcasting</i> 13.4 (Fall 1969): 331–43. E</li> <li>• McCombs, Maxwell E., and Donald L. Shaw. "The Agenda-Setting Function of Mass Media." <i>Public Opinion Quarterly</i> 36 (1972): 176–87. E</li> <li>• Gerbner, George, et al. "The Demonstration of Power: Violence Profile No. 10." <i>Journal of Communication</i> 29.3 (Summer 1979): 177–98. E</li> <li>• Noelle-Neumann, Elisabeth. "Introduction" and "The Hypothesis of Silence." <i>The Spiral of Silence: Public Opinion, our Social Skin</i>, pp. vii–xi, 1–8. Chicago: University of Chicago Press, 1984. E</li> <li>• Katz, Elihu. "Publicity and Pluralistic Ignorance: Notes on the Spiral of Silence." In <i>Public Opinion and Social Change: For Elisabeth Noelle-Neumann</i>, pp. 28–38. Ed. Horst Baier, H. Matthias Kepplinger &amp; Kurt Reumann. Wiesbaden: Westdeutscher Verlag, 1981. (McQuail 35)</li> <li>• Iyengar, Shanto, and Donald R. Kinder. "News that Matters." <i>News that Matters: Television and American Opinion</i>, pp. 112–33. Chicago: University of Chicago Press, 1987. E</li> <li>• Dayan, Daniel, and Elihu Katz. "Defining Media Events." <i>Media Events: The Live Broadcasting of History</i>, pp. 4–23. Cambridge, Mass.: Harvard University Press, 1992. M7</li> <li>• Patterson, Tom. "The Miscast Institution." <i>Out of Order</i>, pp. 28–52. New York: Vintage, 1994. E</li> <li>• Zillmann, Dolf, and Jennings Bryant. "Entertainment as Media Effect." In <i>Media Effects</i>, pp. 447–59. Ed. Jennings Bryant and Dolf Zillmann. Hillsdale, N.J.: Erlbaum, 1994. M38</li> </ul>

- Entman, Robert M. "Framing: Towards Clarification of a Fractured Paradigm." *Journal of Communication* 43.4 (1993): 51–8. M36
- Wartella, Ellen, Adriana Olivarez, and Nancy Jennings. "Children and Television Violence in the United States." In *Children and Media Violence, Yearbook from the UNESCO Clearinghouse on Children and Media Violence on the Screen*, pp. 57–61. Ed. Ellen Wartella, Adriana Olivarez & Nancy Jennings. Goteborg, Sweden: NORDICOM, 1998. M37
- Hutchins Commission. "The Requirements." *A Free and Responsible Press*, pp. 20–29. Chicago: University of Chicago Press, 1947. (Peters/Simonson, 218)
- Huxley, Julian Sorrell. "Mass Media." In *UNESCO: Its Philosophy and Purpose*, pp. 58–60, 1947. (Peters/Simonson, 222)
- Schramm, Wilbur, and John W. Riley, Jr. "Communication in the Sovietized State, as Demonstrated in Korea." *Public Opinion Quarterly* 15.6 (December 1951): 757–66. (Peters/Simonson, 310)
- Dennis, Everette E. "The Press and the Public Interest: A Definitional Dilemma." In *Enduring Issues in Mass Communication*, pp. 327–40. Ed. Everette E. Dennis, Arnold H. Ismach & Donald M. Gillmor. St. Paul, MN: West Publishing Co., 1978. M13
- Lichtenberg, Judith. "Foundations and Limits of Freedom of the Press." *Democracy and the Mass Media*, pp. 102–15. New York: Cambridge University Press, 1990. M14
- Nerone, John C. "On Social Responsibility Theory." In *Last Rights: Revisiting Four Theories of the Press*, pp. 77–100. Ed. John C. Nerone. Urbana: U of Illinois P, 1995. M15
- Dalhgren, Peter. "The Public Sphere as Historical Narrative." *Television and the Public Sphere*, pp. 7–12. London: Sage, 1995. M16
- Berelson, Bernard. "What 'Missing the Newspaper' Means." *Communications Research*, pp. 111–28. Ed. Paul F. Lazarsfeld & F. N. Stanton. New York: Harper & Brothers, 1949. (Peters/Simonson, 254)
- White, David Manning. "The 'Gate Keeper': A Study in the Selection of News." *Journalism Quarterly* 27 (Fall 1950): 383–96. E
- Breed, Warren, "Social Control in the Newsroom: A Functional Analysis." *Social Forces* 33.4 (1955): 326–55. E
- Molotch, Harvey, and Marilyn Lester. "News as Purposive Behavior: On the Strategic Use of Routine Events, Accidents, and Scandals." *American Sociological Review* 38.1 (February 1974): 101–12. E
- Hallin, Daniel. "The Passing of the 'High Modernism' of American Journalism." *Journal of Communication* 42.3 (Summer 1992): 14–25. E
- Sarnoff, David. "Our Next Frontier – Transoceanic TV." *Look*, September 12, 1950, p. 108. (Peters/Simonson, 309)
- von Feilitzen, Celia. "The Functions Served by the Media." In *Children & Television*, pp. 94–105. Ed. R. Brown. New York: Collier-Macmillan, 1975. M33
- Ang, Ien. "Streamlining 'Television Audiences.'" *Desperately Seeking the Audience*, pp. 60–67. New York: Routledge, 1991. M31
- Neuman, W. Russell. "The Future of the Mass Audience." *The Future of the Mass Audience*, pp. 164–171. New York: Cambridge UP, 1991. M34
- Jenson, Joli. "Fandom as Pathology: The Consequences of Characterization." In *The Adoring Audience*, pp. 9–23. Ed. Lisa A. Lewis. New York: Routledge, 1992. M32
- \*Alasuutari, Pertti. "Three Phases of Reception Studies." *Rethinking the Media Audience*, pp. 1–8. London: Sage, 1999. M30

Nov. 3	Cultural Studies	<ul style="list-style-type: none"> <li>• Barthes, Roland. "Rhetoric of the Image." In <i>Image/Music/Text: Essays</i>, pp. 32–45. Trans. Stephen Heath. : Fontanta, 1967. M26</li> <li>• Carey, James W. "A Cultural Approach to Communication." <i>Communication 2</i> (1975): 1–22. Republished: <i>Communication as Culture: Essays on Media and Society</i>, pp. 3–36. Boston: Unwin Hyman, 1989. M2</li> <li>• Hebdige, Dick. <i>Subculture: The Meaning of Style</i>, pp. 52–70. New York: Routledge, 1979. E</li> <li>• Williamson, Judith. "Introduction: Meaning and Ideology." In <i>Decoding Advertisements</i>, pp. 11–14. London: Marion Boyars, 1978. M27</li> <li>• Radway, Janice. "The Ideal Romance." In <i>Reading the Romance</i>, pp. 131–52. London: Verso, 1984. M29</li> <li>• *van Zoonen, Liesbet. "A 'New' Paradigm?" <i>Feminist Media Studies</i>, pp. 29–42. London: Sage, 1994. M3</li> <li>• Hall, Stuart. "The Television Discourse; Encoding and Decoding." <i>Education and Culture (Council of Europe)</i>, No. 25 (Summer 1974): pp. 8–15. M28</li> <li>• *Gurevitch, Michael, and Paddy Scannell. "Canonization Achieved? Stuart Hall's "Encoding/Decoding."" K12</li> <li>• duGay, Paul, Stuart Hall, et al. "Making Sense of the Walkman." <i>Doing Cultural Studies: The Story of the Sony Walkman</i>, pp. 8–40. Thousand Oaks, Calif.: Sage, 1997. E</li> </ul>
Nov. 10	The Toronto School	<ul style="list-style-type: none"> <li>• Ong, Walter. "Print, Space, and Closure." <i>Orality &amp; Literacy</i>, pp. 117–38. London: New Accents, 1982. E</li> <li>• Postman, Neil. "The Medium Is the Metaphor." <i>Amusing Ourselves to Death: Public Discourse in the Age of Show Business</i>, pp. 3–15. New York: Viking, 1985; New York: Penguin, 1986. E</li> <li>• Meyrowitz, Joshua. "Media and Behavior: A Missing Link." <i>No Sense of Place: The Impact of Electronic Media on Social Behavior</i>, pp. 13–23. New York: Oxford University Press, 1985. M..</li> <li>• Innis, Harold A. "Industrialism and Cultural Values." <i>American Economic Review</i> 41.2 (May 1951): 201–9. (Peters/Simonson, 275)</li> <li>• Blondheim, Menahem. "Harold Adams Innis and his Bias of Communication." K9</li> <li>• McLuhan, Marshall. "Technology and Political Change." <i>International Journal</i> 7 (Summer 1952): 189–95. (Peters/Simonson, 338)</li> <li>• McLuhan, Marshall. "Sight, Sound, and the Fury." <i>Commonweal</i> 60 (1954): 169–97. (Peters/Simonson, 353)</li> <li>• Meyrowitz, Joshua. "Canonic Anti-text: Marshall McLuhan's Understanding Media." K10</li> <li>• Rita P.M. Watson and Menahem Blondheim, ed., <i>The Toronto School of Communication Theory: Interpretations, Extensions, Applications</i> (University of Toronto Press, 2007).</li> </ul>
Nov. 17	Political Economy	<ul style="list-style-type: none"> <li>• Smythe, Dallas. "The Consumer's Stake in Radio and Television." <i>Quarterly of Film Radio and Television</i> 6.2 (Winter 1951): 109–128. (Peters/Simonson, 318)</li> <li>• Minow, Newton. "Television and the Public Interest." Speech before the National Association of Broadcasters, May 9, 1961. <i>Equal Time: The Private Broadcaster and the Public Interest</i>, pp. 48–64. Ed. Lawrence Laurent. New York: Atheneum, 1964. (Peters/Simonson, 465)</li> <li>• Blumler, Jay G., and Wolfgang Hoffmann-Reim. "New Roles for Public Service Television." In <i>Television and the Public Interest</i>, pp. 206–15. Ed. Jay G. Blumler. London: Sage, 1992. M17</li> </ul>

		<ul style="list-style-type: none"> <li>• Cantor, Muriel G. "The Hollywood TV Producer." <i>The Hollywood TV Producer: His Work &amp; Life</i>, pp. 189–209. New York: Basic Books, 1971. M25</li> <li>• Tuchman, Gaye. "Making News: Time and Typification." <i>Making News: A Study in the Construction of Reality</i>, pp. 45–58. New York: Free Press, 1978. M23</li> <li>• Shoemaker, Pamela J. "A New Gatekeeping Model." <i>Gatekeeping</i>, pp. 70–77. Thousand Oaks: Sage, 1991. M22</li> <li>• McManus, John H. "Time and Typifications: Does Serving the Market Conflict with Serving the Public?" <i>Market-Driven Journalism: Let the Citizen Beware</i>, pp. 85–91. London: Sage, 1994. M24</li> </ul>
Nov. 24	Globalization And the network Society	<ul style="list-style-type: none"> <li>• Mumford, Lewis. "The Neotechnic Phase." <i>Technics and Civilization</i>, pp. 239–244. New York: Harcourt Brace &amp; Co., 1934. P15</li> <li>• Schiller, Herbert. "The U.S. Hard Sell." <i>The Nation</i> 203.19 (December 5, 1966): 609–12. P67</li> <li>• Tomlinson, John. "The Discourse of Cultural Imperialism." In <i>Cultural Imperialism</i>, pp. Page 6 Seminar in Media Studies / Readings List / 6 19–28. London: Frances Pinter, 1991. M19</li> <li>• Ferguson, Marjorie. "The Mythology about Globalization." <i>European Journal of Communication</i> 7.1 (1992): 69–93. M21</li> <li>• Boyd-Barrett, Oliver, and Terhi Rantanen. "Theorizing the News Agencies." In <i>The Globalization of News</i>, pp. 6–12. London: Sage, 1998. M18</li> <li>• Rosengren, Karl Erik. "International Communication at the Mass Media Level." <i>Communication: An Introduction</i>, pp. 184–90. London: Sage, 2000. M20</li> </ul>

**2<sup>ND</sup> EXAM DUE DECEMBER 1<sup>ST</sup>**