

## **Media and Politics**

**Soc 402 / 502**

**Wednesday, 13:40-16:30**

**Spring 2016**

**THIS IS A TENTATIVE SYLLABUS. THE FINALIZED DOCUMENT WILL BE AVAILABLE DURING THE FIRST WEEK OF THE SEMESTER.**

**Instructor:** Selcan Kaynak

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**Office Hours:** By appointment

**Course Description:** This course provides an overview of major approaches in media studies to political debates, issues and processes. In addition to the main theoretical perspectives, studies on journalism, technology and social change, popular culture and global politics will be covered.

**Readings:** A package consisting of all assigned material will be available for distribution.

**Policies:** There are three essential components to this course: Assigned readings, lectures and in-class discussions. Thus, attendance and active participation is required. Please note: Participation will constitute **15%** of the final grade. Participation grade will be based on attention to lecture material and providing intelligent contributions to class discussions. Thus, reading assigned material in time and being prepared to reflect on them during discussions is crucial.

**Academic Honesty:** The University policy on academic integrity constitutes the framework for the principles observed in this class. Namely,

1. Copying work from others or giving and receiving answers/information during exams either in written or oral form constitutes cheating.
2. Submitting take-home exams and papers of others as your own, using sentences or paragraphs from another author without the proper acknowledgement of the original author, insufficient acknowledgement of the consulted works in the bibliography, all constitute plagiarism.

Plagiarism and cheating will result in an “F” in the assignment or the exam and will be referred to the Faculty for further action.

Necessary information for proper citation guidelines will be provided in class. If you have any doubt about your citations, please feel free to consult me for help.

### **Grading:**

Response papers: %25

Exam: % 30

Term paper: % 30

Attendance & participation: % 15

**Response papers:** 5 short papers responding to a question related to lecture material. The question will provide a framework within which the assigned material can be connected to everyday life experiences.

**Paper assignment:** This project will be composed of three sections: Proposing a research question, reviewing scholarly literature relevant to the question and finally analyzing a media text in response to the research question. Although only the final version will be graded, progress of this project through the semester will be closely monitored.

**Exam:** The exam will be cumulative and will cover all readings, lectures and audio-visual material presented in class.

**Lecture schedule:** The following is a tentative list of all lecture topics. There might be a need for slight adjustment to this schedule; if that will be the case, it will be announced in class.

### **Week 1: Introduction**

**February 3:** Introduction to the course, overview of media studies

### **Week 2 : Canonical Texts, Key Concepts**

**February 10 :**

Karl Marx and Friedrich Engels (2006) *The Ruling Class and the Ruling Ideas* In M. G. Durham & D. M. Kellner (Eds.), *Media and Cultural Studies: Key Works*, (pp. 9 - 12). Oxford: Blackwell.

Antonio Gramsci (2006) (i) History of the Subaltern Classes; (ii) The Concept of “Ideology”; (iii) Cultural Themes: Ideological Material. In M. G. Durham & D. M. Kellner (Eds.), *Media and Cultural Studies: Key Works*, (pp. 13-16). Oxford: Blackwell.

Thorstein Veblen *The Theory of the Leisure Class*. Section on Conspicuous Consumption.

### **Week 3: Mass Society Studies**

**February 17 :**

Lazarsfeld, P. F. & Merton, R. K. (1960). Mass Communication, Popular Taste and Organized Social Action. In W. Schramm (Ed.), *Mass Communications*. (pp. 492-512), Urbana: University of Illinois Press.

Lazarsfeld, P. F., Berelson, B., & Gaudet, H. (1960). Radio and the Printed Page as Factors in Political Opinion and Voting. In W. Schramm (Ed.), *Mass Communications*. (pp. 513-526), Urbana: University of Illinois Press.

Breed, W. (1960). Social Control in the News Room. In W. Schramm (Ed.), *Mass Communications*. (pp. 178-194), Urbana: University of Illinois Press.

### **Week 4: Mass Society contd. - Frankfurt School**

**February 24:**

Orson Welles : Selected works

Adorno, T. W. & Horkheimer, M. (1997). *Dialectic of enlightenment*. London: Verso. pp. 120-167.

**Week 5 : Frankfurt School contd.**

**March 2 :**

Lowenthal, L. (1950). *Literature, Popular Culture and Society*. Pp 1-13, 109-140. Pacific Books.

Benjamin, W. (1970). *Illuminations*. London : Jonathan Cape, pp. 219-253.

**Week 6: Journalism Studies**

**March 9:**

Herman, E. & Chomsky, N. (2006). A Propaganda Model. In M. G. Durham & D. M. Kellner (Eds.), *Media and Cultural Studies: Key Works*, (pp. 257-294). Oxford: Blackwell.

McNair, B. (2009). Journalism and Democracy. In K. Wahl-Jorgensen & T. Hanitzsch (Eds.), *The Handbook of Journalism*. (pp. 237 – 249). New York, NY: Routledge.

Coleman, R., McCombs, M. & Shaw, D & Weaver, D. (2009). Agenda Setting. In K. Wahl-Jorgensen & T. Hanitzsch (Eds.), *The Handbook of Journalism*. (pp. 147 – 160). New York, NY: Routledge.

**March 16: Away at conference, a make-up class will be scheduled**

**Week 7: Journalism contd.**

**March 23:**

Zelizer, B. (2015). Terms of Choice: Uncertainty, Journalism, and Crisis. *Journal of Communication*, 888 – 908.

Kaya, R. & Cakmur, B. (2010). Politics and the Mass Media in Turkey. *Turkish Studies*, 11(4), 521 – 537.

Yesil, B. (2014). Press Censorship in Turkey: Networks of State Power, Commercial Pressures, and Self-Censorship. *Communication, Culture & Critique*, 7(2), 154-173.

**Week 8: Technology and social change**

**April 6:**

McLuhan, M. (1997). *Understanding Media: The Extensions of Man*. Cambridge: The MIT Press. Pp. 3-21.

Postman, N. (1986). *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*. New York: Penguin. pp. 3-29, 83-98, 142-154.

Turkle, S. (2011). *Alone Together: Why we Expect More From technology and Less From Each Other*. New York: Basic Books. pp: 1-20 , 279-305.

**Week 9: Communication as Culture**

**April 13:**

Carey, J. W. (1990). *Communication as Culture: Essays on Media and Society*. Boston: Unwin Hyman. Pp. 13-36.

Thomas, S. (1995). Myths In and About Television. In J. Downing, A. Mohammadi, & A. Sreberny-Mohammadi (Eds.), *Questioning the Media: A Critical Introduction*. (pp. 444-459). Thousand Oaks: Sage.

Engstrom, E. (2008). Unraveling The Knot Political Economy and Cultural Hegemony in Wedding Media. *Journal of Communication Inquiry*, 32(1), 60-82.

Öncü, A. (2011) Representing and consuming "the East" in cultural markets, *New Perspectives on Turkey*, 45, 49-73.

### **Week 10: Popular culture**

#### **April 20 :**

Kellner, D. (2010). Celebrity diplomacy, spectacle and Barack Obama, *Celebrity Studies*, 1:1, 121-123

Flinn, J. & Frew, M. (2013). Glastonbury: Managing the mystification of festivity, *Leisure Studies*, 1- 16.

Goodman, M. K., & Barnes, C. (2011). Star/poverty space: the making of the 'development celebrity'. *Celebrity studies*, 2(1), 69-85.

### **Week 11 : Media and global politics**

#### **April 27:**

Bishara, A. (2010). New Media and Political Change in the Occupied Palestinian Territories: Assembling Media Worlds and Cultivating Networks of Care. *Middle East Journal of Culture and Communication*, 3, 63–81.

Khatib, L. (2012). *Image politics in the Middle East: The role of the visual in political struggle*. IB Tauris. Pp. tba.

### **Week 12: Media and global politics-contd.**

#### **May 4:**

Pieterse, J. N. (2012). Leaking Superpower: WikiLeaks and the contradictions of democracy, *Third World Quarterly*, 33:10, 1909-1924

Allan, S. (2013). *Citizen Witnessing: Revisioning Journalism in Times of Crisis*. Polity Press. Pp. 1-25, 120 – 206.

### **May 11: Review and conclusions**