



Class: MW 9:35AM-10:50AM, Instructor: Dr. Jake Bohrod
 Office Hours: MW 2:00-3:30PM, sign up on Google doc Email:
 Office:

Example

COURSE DESCRIPTION AND STUDENT LEARNING OUTCOMES

This course introduces the study of cinematic, televisual, print, digital and interactive media, familiarizing students with its core concepts and methods. Well into the 21st century, what used to be a cadre of misfit interests in discreet cultural “mediums” is now just another component of the vast political and social apparatus known as “media”. Increasingly our lives are conditioned by media, as their sounds and images actively shape our identities, aspirations, and sense of community. Each week will pair a variety of media screenings with critical texts examining the major concerns of the field and contextualizing the current state of media saturation. While this class will in many ways adhere to the standards of the canon, equal importance will be ascribed to minor works of mediation – the avant-garde, the niche, the unassimilable – as to its dominant forms. Students will survey a wide range of critical approaches to understanding media, emphasizing textual analysis and the modes of ideological, historical, and theoretical critique.

By the end of this course, students will be able to:

- Articulate the key concepts and core texts of media studies
- Write and converse using the vocabulary of media studies
- Construct arguments about the meaning of media
- Employ close visual analysis and textual analysis with a variety of media
- Contextualize the role and function of media in society today

REQUIRED READINGS

- All readings on Sakai

COURSE REQUIREMENTS

Monday class will be comprised of a lecture and discussion. You need **to complete all of the readings and screenings for the week by class on Monday**. Wednesday class sessions will typically be reserved for further discussion of the screening and readings. **Attendance is required at all sessions every week.**

Your **weekly attendance and active participation** is central to the class's success and to your success in the class, as is your thoughtful engagement with the course readings. Documented medical or family emergencies will be excused, and you have one "free pass" for when you need a personal day. All other absences will negatively impact your attendance grade. Ample time will be allotted to discuss your response to the readings and their correlation to the course screenings, and you're encouraged to email me with any additional material you come across that you think might be relevant to the class (blog posts, videos, articles, etc.).

You will draft 10 unique **discussion board responses** throughout the term. Each week you will receive a discussion prompt regarding the upcoming week's class material; students are encouraged to respond with relevant comments and questions of their own. Each response should be approximately the length of a cogent thought (300 words). **Discussion responses are due by Monday at the start of class.** Students will be expected to check the discussion board weekly and keep up with their classmates' responses. Each post is worth 1% of the total grade.

You will draft an **autobiographical essay** (600 words total) exploring your relationship to "media". **It is due 9/22 in class.** Some ways you might consider approaching this assignment are:

- You might describe a particular website that you use regularly and how it impacts your day-to-day activities.
- You might trace your relationship to a particular movie or television show (perhaps one from your childhood).
- You might describe a specific fan practice that you participate in.

Regardless of the approach that you take you will need to use your personal experience to construct an idea about the nature of media and how it relates to your life. The more specific you can be in pointing to the experience of media, the better. The essay is divided into two parts:

- Part 1: During the first week of class, write 300 words on your relationship to media
- Part 2: Three weeks later, write 300 words on your relationship to media
- Turn in both short essays in the same document

You will complete three papers in this course. The first paper will cover the topic **Media Representation**; it is due on 10/13. The second paper will cover the topic **Media Industry**; it is due 11/10. The third paper will cover the topic **Media Audiences**; it is due 11/29. Prompts will be provided for these assignments.

For the final students will choose among their three papers to revise and expand. The final is due 12/15 by 5pm.

All assignments must be handed in on time, and turning in assignments late will be detrimental to your grade at a rate of 1 letter grade per week. All assignments must be completed to pass the course. Exceptions will be made and extensions will be given only for medical or family emergencies. No extensions will be given for the final.

Grading breakdown: Attendance	=	10%
Discussion responses (10)	=	10%
Autobiographical Essay	=	10%
Paper 1	=	10%
Paper 2	=	15%
Paper 3	=	20%
Final Paper Revision	=	25%

ACADEMIC INTEGRITY

Students are responsible for reading and adhering to the Pitzer College policies regarding academic dishonesty and plagiarism found in Section III of the Student Handbook. If you have any questions about what constitutes plagiarism, you should direct them to the professor. All assignments should include proper citations.

THE WRITING CENTER

Located in 131 Mead Hall, just across from the fountain, the Pitzer Writing Center offers free individual sessions with peer Fellows trained to consult on assignments across the disciplines at any stage of the writing process, from brainstorming ideas to polishing a final draft. The Writing Center is one of Pitzer's most popular academic resources, holding roughly 1,600 appointments and a dozen workshops each year. I strongly urge you to make use of the center early and often during the writing process. To book a session or learn more, please visit <https://www.pitzer.edu/writing-center/>. Specialized appointments are also available for international students, fellowship applicants, and senior thesis writers.

All Pitzer students, staff, and recent alumni may use the Writing Center for any writing need. Claremont McKenna, Harvey Mudd, Pomona, and Scripps students are welcome to book appointments for courses taken at Pitzer.

ACADEMIC ACCOMMODATIONS

To request academic accommodations based on learning differences, chronic illness, or other needs, please contact your home college's Office of Academic Support Services:

Pitzer: academicsupport@pitzer.edu

CMC: disabilityservices@cmc.edu

HMC: ability@hmc.edu

Pomona: disabilityservices@pomona.edu

Scripps: ars@scrippscollege.edu

OFFICE HOURS

Use the Google doc to schedule a meeting during my office hours. My office hours are a time set aside for you. Students are highly encouraged to make use of this time and come chat with me about course concepts, assignments, questions you may have or media you are interested in. If the times are inconvenient, I am happy to arrange appointments for another time. Just email me with a few available times.

COURSE SCHEDULE

Week 1 • Introduction

Monday 08/30 – Syllabus

Wednesday 09/01 – What are Media (Studies)?

Read: E.M. Forster, “The Machine Stops”

Week 2 • Mass Culture

Wednesday 09/08

Read: -Karl Marx and Friedrich Engels, “The Ruling Class and the Ruling Ideas”

-Max Horkheimer and Theodor W. Adorno, “The Culture Industry”

-Antonio Gramsci, “(i) History of the Subaltern Classes, etc.”

Screen: *Life with Father* (Curtiz, 1947)

Week 3 • Critical, Cultural Studies

Monday 09/13 and Wednesday 09/15

Read: -Marshall McLuhan, “The Medium is the Message”

-Dick Hebdige, “Subculture: The Unnatural Break”

-Stuart Hall, “Encoding/Decoding”

Screen: *Network* (Lumet, 1976)

In class: *Nevermind the Bullocks, Here’s the Sex Pistols* (select songs)

Mothlight (Brakhage, 1963)

Black and white photo of an empty room (Swahn, 2021)

Week 4 • Media and Representation: Race

Monday 09/20 and Wednesday 09/22

Read: -bell hooks, “Eating the Other: Desire and Resistance”

-Herman Gray, “The Politics of Representation in Network Television”

-Richard Dyer, “White” (excerpts)

-Fred Hampton, “It’s a Class Struggle Goddammit!” (speech, Nov. 1969)

Screen: *Life with Father*, “Father and the Circus”

The Cosby Show, “Rudy’s Sick”

The Jefferson’s, “Like Father, Like Son”

Girlfriends, “Sister, Sistah”

In class: *The Eric Andre Show* (excerpts)

Due 09/22: Autobiographical Essay

Week 5 • Media and Representation: Gender

Monday 09/27 and Wednesday 09/29

Read: -Laura Mulvey, “Visual Pleasure and the Narrative Cinema”
 -Judith Butler, “Subjects of Sex/Gender/Desire”

Screen: *Psycho* (Hitchcock, 1960)

In class: *Material Girl* (Mary Lambert, 1985)

Meshes of the Afternoon (Deren and Hackenschmied, 1943)
 select visual essays

Week 6 • Media and Representation: Sexuality

Monday 10/04 and Wednesday 10/06

Read: -Richard Dyer, “Stereotyping”
 -Alexander Doty, “There’s Something Queer Here”
 -Larry Gross, “Out of the Mainstream: Sexual Minorities and the Mass Media”

Screen: *Glen or Glenda* (Wood, 1953)
The Real World, “Season 3, Episode 1”
Queer Eye, “To Gay or Not Too Gay”

In class: *Scorpio Rising* (Anger, 1964)
 Examples of Slash fiction

Week 7 • News Media

Monday 10/11 and Wednesday 10/13

Read: -Stuart Hall, et al, “The Social Production of News”
 -Margaret Morse, “News as Performance: The Image as Event”
 -Menahem Blondheim and Tamar Liebes, “Television News and the Nation: The End?”

Screen: *Control Room* (Noujaim, 2004)
News Parade of 1934 (Hearst Metrotone News, 1934)

In class: *See it Now* (excerpts)
 CNN (excerpts)
The Yes Men (excerpts)
The Brass Eye (excerpts)
 Social media “newsfeeds”

Due 10/13: Paper 1**Week 8 • Political Economy of Media**

Wednesday 10/20

Read: -Eileen R. Meehan, “Gendering the Commodity Audience”
 -Kate Crawford, “Anatomy of an AI System”
 -Pierre Bourdieu, “On Television”

Screen: *30 for 30*: “June 17, 1994”

In class: *Samsara* (excerpts)
Manufactured Landscapes (excerpts)

Week 9 • Global Media Industries

Monday 10/25 and Wednesday 10/27

Read: -Michael Curtin, “Thinking Globally”
 -Youna Kim, “Introduction: Korean media in a digital cosmopolitan world”
 -Nikki J.Y. Lee, “Localized Globalization and a Monster National”

Screen: *The Host* (Bong, 2006)

In class: *Gangnam Style* (Cho, 2012)
Butter (BTS, 2021)

Week 10 • Advertising and Consumer Culture

Monday 11/01 and Wednesday 11/03

Read: -Roland Barthes, “The Rhetoric of the Image”
 -Marita Sturken and Lisa Cartwright, “Consumer Culture and the Manufacturing of Desire”
 -Raymond Williams: “Advertising: The Magic System”

Screen: *30 Rock*, “Rosemary’s Baby”
I Love Lucy, “Lucy Does a TV Commercial”
Mad Men, “Smoke Gets in Your Eyes”

In class: a selection of advertisements

Week 11 • Postmodernism

Monday 11/08 and Wednesday 11/10

Read: -Frederic Jameson, “Postmodernism, or the Cultural Logic of Late Capitalism”
 -Jean Baudrillard, “The Precession of Simulacra”
 -Walter Benjamin, “The Work of Art in the Age of Mechanical Reproduction”

Screen: *Pulp Fiction* (Quentin Tarantino, 1994)
Community: “Critical Film Studies”

In class: “Ways of Seeing” (excerpts)

Due 11/08: Paper 2**Week 12 • Fandom, Textual Poaching, and Cultural Jamming**

Monday 11/15 and Wednesday 11/17

Read: -Henry Jenkins, “Quentin Tarantino’s Star Wars?: Digital Cinema, Media Convergence, and Participatory Culture”
 -Christian Fuchs, “Renewal of the Audience Labour and Audience Commodity Debate”
 -Alexis Lothian, “A Different Kind of Love Song: Vidding Fandom’s Undercommons”

Screen: *Galaxy Quest* (Dean Parisot, 1999)

In class: Selection of fan videos

Week 13 • Interactive Media

Monday 11/22

Read: -Bernard Perron, “From Gamers to Players and Gameplayers”
 -Ian Bogost, “The Rhetoric of Video Games”

Play: *Fortnite* (Epic Games, 2017)

In class: *Animal Crossing: New Horizons*
 Twitch samples

Week 14 • Analyzing Media Case Study

Monday 11/29 – Cryptocurrency and *Dogecoin* as Media Spectacle

In class: YouTube Livestreams

Due 11/29: Paper 3

Wednesday 12/01 – We'll reflect a bit and have a workday

Week 15 • Making Media

Monday 12/06 and Wednesday 12/08

Making media workshops

Week 16 • Final Revision Paper Due Wednesday 12/15 by 5PM

Example