
INTRO TO MEDIA & COMMUNICATION STUDIES in Fall 2019 (CM1023B)

Course Code	CM1023B	Professor(s)	Robert Payne
Prerequisites	None	Office Number	Grenelle 4th floor
Class Schedule	TF: 09:00-10:20 in C-102	Office Hours	Friday 10.30-12.00
Credits	4	Email	rpayne@aup.edu
Semester	Fall 2019	Office Tel. Ext.	

Course Description

This course provides a survey of the media and its function in today's society. It introduces students to the basic concepts and tools necessary to think critically about media institutions and practices. In addition to the analysis of diverse media texts, the course considers wider strategies and trends in marketing, distribution, audience formation and the consequences of globalization. By semester's end, students will understand the basic structures of today's media and be able to provide advanced analysis that weighs the social and political implications of its products.

Course Learning Outcomes

Have a conceptual vocabulary for understanding formal/compositional aspects of media.
Have a critical-theoretical vocabulary for critically analyzing media artifacts, media's role in social processes, and media businesses.
Understand different aspects of the field of media and communications (e.g., Film, Audience studies, semiotics, narrative and genre analysis, political economy of media, cultural studies, journalism and political communication, advertising).

General Education

Course Outline

Week 1

Tuesday 3 September: Introduction

Friday 6 September: Studying Media and Communications

Reading: Carey, *Communication as Culture* 11-17; Branston and Stafford (B&S) 9-18

Prepare: 24 hour media log

Week 2

Tuesday 10 September: Semiotics, structuralism, content analysis

Reading: B&S 19-30; Streeter, "The Semiotics of Media": www.uvm.edu/~tstreete/semiotics_and_ads/

Friday 13 September: Audiovisual and textual approaches

Reading: B&S 32-41; Chandler, "The 'Grammar' of Television and Film": <http://visual-memory.co.uk/daniel/Documents/short/gramtv.html>

Week 3

Tuesday 17 September: Ideology and Discourse

Reading: B&S 173-193; Tucker, "A white mask worked better": <https://www.theguardian.com/technology/2017/may/28/joy-buolamwini-when-algorithms-are-racist-facial-recognition-bias>

Friday 20 September: Narrative

Reading: B&S 42-65

Week 4

Tuesday 24 September: Narrative analysis

Prepare: TV narrative exercise

Friday 27 September: Genre

Reading: B&S 74-97

Week 5

Tuesday 1 October: Genre analysis

Reading: Williams, "Film Bodies"

Friday 4 October: Representation

Reading: B&S 106-137

Week 6

Tuesday 8 October: Representation analysis

Reading: Richardson and Wearing, *Gender in the Media*(excerpt)

Prepare: Instagram analysis

Friday 11 October: Midterm exam

Week 7

Tuesday 15 October: Audiences

Reading: B&S 379-404

Friday 18 October: Digital media audiences and users

Reading: Hills, "Audience"; Jenkins, Ford and Green, *Spreadable Media*(excerpt)

Week 8

Tuesday 22 October: Media and globalization

Reading: B&S 138-160

Friday 25 October: Distribution

Reading: Lobato, *Netflix Nations* (excerpt)

Week 9

Tuesday 29 October: Media as business

Reading: B&S 204-227

30 October – 3 November: Fall Break

Week 10

Tuesday 5 November: Surveillance and control

Reading: Vaidhyanathan, *The Googlization of Everything* (excerpt)

Friday 8 November: Data and algorithms

Reading: Gregg and Nafus, "Data"; Noble, *Algorithms of Oppression* (excerpt)

11-12 November: Armistice Break

Week 11

Friday 15 November: News and its futures

Reading: B&S 334-356

Week 12

Tuesday 19 November: Branding and Advertising

Reading: B&S 309-322

Friday 22 November: Celebrity and self-branding

Reading: Marwick, *Status Update*(excerpt); Leonard and Negra, "Celebrity"

Week 13

Tuesday 26 November: Open topic 1

Friday 29 November: Open topic 2

Week 14

Tuesday 3 December: Exam revision 1

Friday 6 December: Exam revision 2

Final Exam

Tuesday 17 December, 8.30am

Textbooks

Title	Author	Publisher	ISBN	Required
The Media Student's Book	Branston, Gill and Roy Stafford	Routledge	9780415558426	Yes

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

1. Midterm exam 30%

In class Friday 11 October. Based on class material from the first half of semester.

2. Final exam 30%

Thursday 17 December. Based on class material from the second half of semester.

3. Homework assignments 30%

Two homework assignments will be given on specific class topics.

4. Class participation 10%

Based on active and productive contribution to class discussions and activities.

Notes on assignments:

- Homework assignments must be submitted electronically on Blackboard and on paper at the start of class on the due date. Assignments submitted by email will not be accepted.
- Assignments submitted late will be penalised by one fraction of a letter grade for every day late, ie. A becomes A-, A- becomes B+, etc.
- Any assignment that is proven to be plagiarised will receive zero. Serious cases of plagiarism will result in an F for the course. It is your responsibility to ensure you understand what plagiarism is and the university policy on academic misconduct.

Other
