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

Course Code	CM1023B	Professor(s)	Jayson Harsin
Prerequisites	None	Office Number	G-402
Class Schedule	TF: 10:35-11:55 in PL-3	Office Hours	12:30-16:30 Tuesday, and by appt.
Credits	4	Email	jharsin@aup.edu
Semester	Spring 2019	Office Tel. Ext.	575

Course Description

Introduction to Media and Communication Studies introduces students to some of the basic concepts and considerations informing the critical analysis of media and culture, especially that of film and television. As a “gateway” course required for upper level communication and media studies courses, this course will familiarize you with the issues, concepts, and research areas of media and communication studies. Our focus will be on preparing you to critically engage media, not merely to appreciate it or to produce it.

We will begin our exploration of the basic concepts and issues in media criticism by examining the contexts within which media is produced and consumed and the extent to which those contexts influence the range of possibilities for what a media text might “mean” or do. We will be attentive to relationships of power and how such relationships inform the production and distribution of media texts, and the importance of considering these relationships when approaching media. Based upon that investigation, we will move into a study of how the formal and stylistic components of film and television texts influence their possible range of meanings. You will learn how to discern and describe the formal characteristics of film and television texts in ways that enhance your ability to understand the cultural and ideological work they do. As we study the aesthetic and generic components of news, film television, and internet texts, we will remain attentive to the ways that they always are made to mean in specific contexts and the ways that they inform our understandings of the world and ourselves. Throughout the course, students should expect to be challenged to think differently about things that previously might have seemed “natural” or “obvious” to them.

Through lectures, discussions, exams, quizzes, and in-class and take-home exercises, students will learn the basic concepts in the field of media studies, which will prepare them for more advanced discussions and papers in upper-level communications courses and for a more reflexive, critically empowered relationship with media in their everyday lives.

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

January

Week I

Tuesday 22 - Session I

INTRODUCTION TO COURSE and What makes a good class?

Friday 25 - Session II How to read for this class

James Carey, Communication as Culture, 11-17; BnS, Semiotics, 9-18. (both on Blackboard)

January 26 – last day to drop/add courses

Week II

Tuesday 29 - Session I (for attendance you must turn in signed last page of syllabus, below)

Semiotics, Structuralism, Content Analysis, 19-30

February

Friday 1st - Session II

Textual Analysis, Applications, cases 32-41

Week III

Tuesday 5th - Session I

The 'Grammar' of Audio-Visual Media: analysis through production: read: <http://visual-memory.co.uk/daniel/Documents/short/gramtv.html>

Friday 8th - Session II

Narratives, 42-62

Week IV

Tuesday 12th - Session I

Applying Narrative Theories, 66-73.

Friday 15th - Session II

In-class Exercise and Quiz (see blackboard))

Week V

Tuesday 19th - Session I

Genre and other classifications, 74-95

Friday 22nd - Session II

Ideologies and Discourses, 172-192

Week VI

Tuesday 26th - Session I

Representation: Stereotypes, Scripts, Performance, 106-126

Friday 22nd - Session I

Ideology and Representation Cases and Applications, 129-137, and 194-203

Week VII

Tuesday February 26 AUP closed, no class

Friday March 1 st

Audiences and Users: 379-402

Spring Break: 4 March - 15 March (Monday- Friday) Yayyyyyyyyyyyyyyy! Have a great break!

Tuesday 19th - Session I

Midterm Review Quiz Show

Friday 22nd - Session II

Midterm

March 22, Mid-semester grades due

Week VIII

Tuesday 26th - Session I

Documentary and Reality Debates: 358-376

Friday 29th - Session II

Globalisation, 138-161

April

Week IX

Tuesday 2nd - Session II

Globalisation cases and debates, 163-171

Friday 5th - Session I

News and its Futures, 334-355

Week X

Tuesday 9th - Session I

Exercise: Globalization, and News Values, Agendas, Frames

Friday 12th - Session II

Media as Business 204-226

Week XI

Tuesday 16th - Session II

Music and Film Industry Cases, 228-236

Friday 19th - Session II

Advertising, Branding, Celebrity I: 309-320

Week XII

Tuesday 23rd - Session I

Advertising, Branding, Celebrity II: 320-331

Friday 26th - Session II

Berger, on Publicity, from *Ways of Seeing*

Week XIII

Tuesday 30th

New Media in a New World, 239-258

May

Friday 3rd - Session II

Rhetoric: Herrick Intro (Pdf on blackboard; not Media Student's Book)

Week XIV

Tuesday 7th (Last class)

Final Exam Quiz Show!

FINAL: May 14 2019 8:30PM

Textbooks

Title	Author	Publisher	ISBN	Required
no books ordered				No

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

Note: if you don't have a laptop for in-class quizzes and exams, please see me immediately.

Midterm 30%

Final 35% (cumulative)

Participation (see page 3 below) 15% (Note: simply being present is not enough for a passing participation grade, and when you are absent you get a 0 for participation); Please **check AUP email daily!!!!!!** You're responsible for any announcements you miss there, which may impact preparation for class participation.

Quizzes 20% (THESE WILL BE TAKEN ON LAPTOP/BLACKBOARD SITE IN CLASS)

- Extra credit quiz(zes) can substitute for lower quiz grade(s)
- If you have a question about a quiz or test after it starts, please ask me, not someone next to you. Your professor has no idea whether your communication is an attempt to cheat or an honest question about something else confusing.

NOTE: Please DO NOT ASK FOR AN ALTERNATIVE MIDTERM OR FINAL TIME BECAUSE YOU HAVE MADE TRAVEL ARRANGEMENTS THAT CONFLICT WITH THE EXAM DATE. IT IS YOUR RESPONSIBILITY TO CHECK EXAM DATES BEFORE BOOKING TRAVEL.

Other
