

MEDIA, POWER, SOCIETY
MFCO102
UNIVERSITY OF OTAGO
DEPARTMENT OF MEDIA, FILM AND COMMUNICATION

Aims of this paper

Media, Power, Society will equip students with analytical tools for engaging with media in New Zealand and internationally. Students will be introduced to key concepts in media studies, as well as developing strategies for critically engaging with a variety of theoretical and media texts. Along with lectures and tutorials, students will be given the opportunity to hone their written skills in order to effectively communicate knowledge and understanding of the main issues raised by the paper.

The coordinator/lecturer's objectives

The lecturer will endeavor to teach the key concepts addressed in *Media, Power, Society* in a clear, interesting and up to date manner. The lecturer will offer critically engaged understandings of contemporary media culture intended to challenge, engage and generate provocative questions for students.

Expected workload

Lectures	26 hours (2 per week for 13 weeks)
Tutorials	10 hours (1 per week for 10 weeks)
Final examination	3 hours (in the examination period)
Final examination preparation	34 hours (over semester)
Reading and prep for lectures & tutorials	46 hours (over semester)
Concept Test preparation / writing	21 hours (between weeks 1 and 6)
Research essay preparation / writing	40 hours (between weeks 7 and 12)
total	180 hours

Weekly Lectures and Reading

Note: if required, the paper outline may be altered during the semester. There is also *extensive* further reading on BlackBoard.

Week One: Defining media studies

Set reading:

Carah, N. and Louw, E. (2015). Introduction. In *Media & Society: Production, Content & Participation*. London: SAGE. pp. 1-8.

Week Two: Mediated meanings * TUTORIALS BEGIN *****

Set reading:

Hobbs, M. (2015). Semiotics. In T. Chalky, M. Hobbs, A. Brown, T. Cinque, B. Warren & M. Finn (Eds) *Communication, Digital Media + Everyday Life*. Melbourne: OUP. pp 80-92.

Week Three: Media and representation

Set reading:

Carah, N. and Louw, E. (2015). Meaning, Representation and Power. *Media & Society: Production, Content & Participation*. London: SAGE. pp. 13-38.

Optional viewing:

Stuart Hall. nd. (c. 1992). *Representation and the Media*.

<https://www.youtube.com/watch?v=aTzMsPqssOY>

Week Four: Subjectivity, ideology and power

Set reading:

Becker, R. (2018). Ideology. In M. Kackman & M. C. Kearney (Eds). *The Craft of Criticism: Critical Media Studies in Practice*. York: Routledge. pp. 11-22.

Brett Nicholls. 2014. 'Ideology'. *Media Text Hack*.

<http://mediatexthack.wordpress.com/2013/12/12/ideology/>

Week Five: Advertising

Set reading:

O'Shaughnessy, M. and Stadler, J. (2019). Reading images and advertisements. In *Media & Society*. 6th edition. Melbourne: OUP. pp. 133-155.

Williamson, J. (1979). Introduction: meaning and ideology. In *Decoding Advertisements: Ideology and Meaning in Advertising*. London: Marion Boyars. pp. 11-14.

Optional viewing:

John Berger / BBC. 1972. *Ways of Seeing: Episode 4*.

<https://www.youtube.com/watch?v=xhOVdoMxYxU>

Week Six: Mediating class

Set reading:

Frank, T. (2002). Why Johnny Can't Dissent. In *Cultural Resistance Reader*. Stephen Duncombe. Ed. London: Verso. Pp. 316-327.

* Useful resource on Marx: <http://www.marxists.org/subject/students/index.htm>

Week Seven: Mediating race

Set reading:

McIntosh, P. (1988). White privilege: Unpacking the invisible knapsack.

<https://www.jstor.org/stable/community.30714426>

Ouellette, L. (2020). Cancelling COPS. *Film Quarterly: Quorum*.

<https://filmquarterly.org/2020/06/17/cancelling-cops/>

MID-SEMESTER STUDY BREAK

Week Eight: Mediating gender & sexuality

Set reading:

Neidt, G. and Richmond, J. C. (2019). Sex Sells – But Gender Brands. In R. A. Linf (Ed) *Race / Gender / Class / Media: Considering Diversity Across Audiences, Content, and Producers*. 4th edition. New York: Routledge. pp. 136-140.

Hodkinson, P. (2011). Media, Gender and Sexuality. In *Media, Culture and Society: An Introduction*. London: SAGE. pp. 219-242.

Week Nine: Discourse analysis 1

Set reading:

O'Shaughnessy, M. and Stadler, J. (2019). Discourse and Ideology. In *Media &*

Society. 6th edition. Melbourne: OUP. pp. 158-175.

Week Ten: Discourse analysis 2

Set reading:

Gill, R. (2018). Discourse. In M. Kackman & M. C. Kearney (Eds) *The Craft of Criticism: Critical Media Studies in Practice*. New York: Routledge. pp. 23-34.

Week Eleven: Social media

Set reading:

Fuchs, C. (2018). What would Marx have said about Facebook and Cambridge Analytica?. *Open Democracy*.

<https://www.opendemocracy.net/en/opendemocracyuk/what-would-marx-have-said-about-facebook-cambridge-analytica/>

Optional reading:

Fuchs, C. (2014). Facebook: A Surveillance Threat to Privacy. In *Social Media: a critical introduction*. London: SAGE. 154-174.

Week Twelve: Gaming

Set reading:

Nieborg, D. B. (2021). Apps of empire: global capitalism and the app economy. *Games and Culture*. 16(3):305-316.

Week Thirteen: Review and wrap up