

Fall 2016

**Language and Symbols of Media
Emory University**

Ling. 327/Soc. 327

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Dad says I'll understand when I grow up. He tells me that all the time now and I want to be big like him so that I can understand everything. It must be lovely to wake up in the morning and understand everything. p. 118

You're here to learn ... and do what you're told. You're not here to be asking questions. There are too many people wandering the world asking questions and that's what has us in the state we're in *and if I find any boy in this class asking questions I won't be responsible for what happens. Do you hear me ...?* p. 130

Frank McCourt. 1997. *Angela's Ashes. A Memoir of a Childhood*. London: Flamingo.

COURSE OBJECTIVES

This course aims to provide an introduction to the mass media in modern societies. Different aspects of media will be covered, ranging from the political economy of the media, to the media as news and entertainment. We will analyze the language of the news and investigate the notion of media bias or the selection and presentation of news. We will pay particular attention to issues of media representation of gender, race, class, and nation state. Finally, we will look at the internet as a new medium, its potential for the democratization of communication in a context of globalization. In the course, we will take up a range of question: Who owns the media? Does ownership affect media content? Can advertisers influence media programs? Is there more to the selection of news than time, space, and cultural constraints? Does the internet weaken large media companies' control over information and empower people with unlimited access to alternative information? In attempting to answer these questions we will take up broader concepts, such as hegemony and ideology, and the role of language in shaping people's consciousness.

Learning outcomes

By the end of term, students are expected to be able to:

1. To work in teams
2. To make public presentations before an audience

3. To view things from different perspectives
4. To put things in historical perspective
5. To develop critical thinking
6. To design and carry out a research project
7. To write a research report
8. To be aware of the implications of different *rhetorical* strategies for writing a text
9. And of course ... learn something about mass media

COURSE REQUIREMENTS

The course requires students:

- 1) to take an in-class exam;
- 2) to carry out a group project, present it in class, and write a group project report.

Deadlines and important dates

<i>First day of classes:</i>	<i>August 24</i>
<i>Labor Day:</i>	<i>September 5</i>
<i>Term break:</i>	<i>October 10-11</i>
<i>Thanksgiving Recess:</i>	<i>November 23-25</i>
<i>Last day of classes:</i>	<i>December 6</i>

In-class exam: ***November 16***

- Group projects presentations:*
1. **Week 6**, Outline of project due (One page)
 2. **Week 11**, Outline of project due (Three pages)
 3. Weeks 15-16: In-class final group project presentations (20 mins each)
 4. Final research report due by email

Grading

Grading will be based on the following items:

- 1) *in-class exam* (45%). Students are expected to take an in-class mid-term exam made up of long-answer questions and based on the readings, lectures, in-class discussions, and documentaries.
- 2) *participation* (10%). Students are expected to contribute to class discussions and will be evaluated on their participation.
- 3) *group research project* (45%). Students are expected to work in groups (for a total of 10 groups of 4 students each) on a research project **dealing with any of the topics covered in the course**.

For the group project, each group will need to submit a statement where they outline the contributions made by each member of the group (e.g., Paula: attended 1 meeting out of 4; read and summarized 3 journal articles; Kevin: attended 4 meetings out of 4; coded the data collected; Tracy: attended 4 meetings out of 4; wrote the first draft; Alexandra: never attended meetings; edited the final draft) and the percentage of effort expended by each in relation to other members (e.g., Paula 90%, Kevin 100%, Tracy, 100%, Alexandra 20%). Individual grades for the group project will reflect individual effort.

Students who are not satisfied with a grade received are welcome to ask for re-grading for well-motivated reasons. The result of re-grading may be a higher grade, the same grade, or a lower grade.

Group research project

Students are expected to work in groups (consisting of approximately 6-7 students) on a project based on the *comparative* analysis of a set of media news, sitcoms, talk shows, social media; groups will make in-class presentations of their projects at the end of term and submit a final research report (10-15 double spaced pages maximum). **Topics not covered in this course cannot be selected (e.g., media advertisements or movies CANNOT be selected!).** The research report should be of the type described in the journal articles that you have to read for the course (e.g., on the language of news, on the representation of gender and race). These articles typically take a comparative approach (e.g., across countries, over time, across magazines). Comparison will give you the best way to find different patterns in your data. For instance, you could study how blacks and whites or men and women, or the US and its allies and enemies are represented in the media. You could look at the language and rhetorical strategies the media take in approaching an issue. Once you have zoomed in on a topic, you will need to draw a sample (e.g., of news items, of sitcoms) that you will then analyze using *content analysis* as a technique for collecting your data. For this, you will need to design a coding scheme, based on a set of different coding categories that allow you to extract information from your adverts and, perhaps, to test specific hypotheses that you have in mind. You can put these coding categories in an Excel spreadsheet and apply this scheme consistently to each advert in your sample (putting each advert in a new column). Once you have completed data collection, you can analyze the data with simple graphical tools (pie charts or bar charts, percentages). You will report your findings in a final research report. This report should have the basic structure of any of the journal articles assigned in the course: Introduction, Literature Review/Theory, Data and Methods, Empirical Results, Discussion, Conclusions. The Introduction contains a statement of the problem (why you have chosen a specific issue to study; why it is important to study it and what your contribution to knowledge is); the Literature Review/Theory discusses how the problems has been studied already in the literature (you can use Google Scholar to find references); you may conclude this section by setting up specific hypotheses; the Data and Methods section describes issues of sample selection, coding scheme design and coding categories; in the next section on Empirical Results you report your findings; in the Discussion section you discuss what your findings mean, particularly in light of your literature review; in the Conclusions you bring it all together telling the reader what you found. In discussing your findings and drawing your conclusions, please, make sure you use the concepts and tools learned from the readings and lectures.

Groups are expected to turn in two project descriptions on weeks 6 and 11 and in-class presentation on weeks 15 and 16.

1. *Week 6.* The *first* one-page document illustrates the project, briefly describing what the group will work on (e.g., media news, sitcoms) and what basic literature is available (a good research tool for this purpose is Google Scholar).
2. *Week 11.* The *second* three-page document goes more in-depth on the project. By this time, groups will have to have a concrete plan for the sample of material and coding scheme of data collection.
3. *Weeks 15-16.* At the end of term, groups are expected to make a *PowerPoint presentation* of their project, illustrating the overall project and its findings to the class.

Readings

Readings for the course come from books and journal articles or book chapters. **All reading material has been placed on reserve.**

Readings have been separated in the syllabus into *Required Readings* and *Suggested Readings*. Suggested readings are only meant to provide a minimal bibliography. For the purpose of your grade, you are not expected to read them (unless, of course, you are a glutton for punishment! Although ... it is also true that the more you read, the more you know... and the better you would do in exams).

Required books

Ben H. Bagdikian. 2004. *The New Media Monopoly*. Boston: Beacon Press.

ISBN-10: 0807061875 ISBN-13: 978-0807061879

John Nichols and Robert W. McChesney. 2006. *Tragedy & Farce: How the American Media Sell Wars, Spin Elections, and Destroy Democracy*. New York: The New Press.

ISBN-10: 1595581294 ISBN-13: 978-1595581297

Lynn Spigel. 1992. *Make Room for TV: Television and the Family Ideal in Postwar America*. Chicago: The University of Chicago Press.

ISBN-10: 0226769674 ISBN-13: 978-0226769677

Honor code

The Emory University honor code applies fully to this course. When you sign an exam or submit your assignments, you are pledging to the honor code. For reference, please consult the Emory website on the honor code.

For the group project, each group will need to submit a statement where they outline the contributions made by each member of the group (e.g., Paula: attended 1 meeting out of 4; read and summarized 3 journal articles; Kevin: attended 4 meetings out of 4; coded the data collected; Tracy: attended 4 meetings out of 4; wrote the first draft; Alexandra: never attended meetings; edited the final draft) and the percentage of effort expended by each in relation to other members (e.g., Paula 90%, Kevin 100%, Tracy, 100%, Alexandra 20%). Individual grades for the group project will reflect individual effort.

COURSE OUTLINE

1. Welcome! (week 1)
2. Media as business: The political economy of the media (weeks 1-3)
 - a. Who owns the media?
 - b. Globalization and the media
3. Media as news (weeks 4-6)
 - a. Bad news?
 - b. More bad news?
 - c. The media and democracy
4. The language of the news (weeks 7-9)
 - a. News as stories
 - b. The structure of news
 - c. Language and media bias
5. Television entertainment. More to it than laughter and tears? (weeks 10-11)
 - a. Sitcoms
 - b. Talk shows
 - c. Gender and race in the media
6. New media: The Internet (weeks 12-14)
 - a. The political dimensions of the Internet
 - b. The Internet and the social
7. Group projects presentations (weeks 15-16)

August 24
Week 1
Welcome!

Introducing the course and the people in the course.

Weeks 1-3
1. Media as business: The political economy of the media

August 29-31
Week 2

2.a. Who owns the media?

Required readings:

Ben H. Bagdikian. 2004. *The New Media Monopoly*. Boston: Beacon Press. Chapters 1-6
 Graham Murdock and Peter Golding. 1978. "The Structure, Ownership and Control of the Press: 1914-1976." In: pp. 130-48, G. Boyce, J. Curran, P. Wingate (eds.), *Newspaper History: from the Seventeenth Century to the Present Day*. London: Constable.

Suggested readings:

William T. Bielby and Denise D. Bielby. 2003. "Controlling Primetime: Organizational Concentration and Network Television Programming Strategies." *Journal of Broadcasting and Electronic Media* 47: 573-596.
 Benjamin Compaine et al. 1982. *Anatomy of the Communications Industry: Who Owns the Media?* White Plains, N.Y.: Knowledge Industry Publications.
 James Curran. 1977. "Capitalism and Control of the Press, 1800-1975." In: pp. 195-230, James Curran, Michael Gurevitch and Janet Wollacott (eds.), *Mass Communication and Society*. London: Edward Arnold.
 John Downing. 1980. *The Media Machine*. London: Pluto Press.
 Graham Murdock and Peter Golding. 1974. "For a Political Economy of Mass Communications." In: pp. 205-34, Ralph Miliband and John Saville (eds.), *The Socialist Register 1973*. London: The Merlin Press.
 Graham Murdock and Peter Golding. 1977. "Capitalism, Communication and Class Relations." In: pp. 12-43, James Curran, Michael Gurevitch and Janet Wollacott (eds.), *Mass Communication and Society*, London: Edward Arnold.
 Herbert I. Schiller. 1992. *Mass Communications and American Empire*. Boulder, Co.: Westview Press, pp. 123-136
 Erik Barnouw. 1978. *The Sponsor*. New York: Oxford University Press.
 Ian Connell. 1978. "Monopoly Capitalism and the Media." In: pp. 69-98, Sally Hibbin (ed.), *Politics, Ideology, and the State*. London: Lawrence & Wishart.
 Vincent Mosco. 1996. *The Political Economy of Communication: Rethinking and Renewal*. London: Sage.

September 5-7 **September 5 Labor day!!!**
Week 3
2.b. Globalization and the media

Required readings:

- Ben H. Bagdikian. 2004. *The New Media Monopoly*. Boston: Beacon Press. Chapters 7-12
- Tyler Cowen. 2002. "Why Hollywood Rules the World, and Whether We Should Care." In: pp. 73-101, Tyler Cowen, *Creative Destruction: How Globalization Is Changing the World's Cultures*. Princeton: Princeton University Press.
- Soontae An and Hyun Seung Jin. 2004. "Interlocking of Newspaper Companies with Financial Institutions and Leading Advertisers." *Journalism & Mass Communication Quarterly*, Vol. 81, No. 3, pp. 578-600.

Suggested readings:

- Paul Starr. 2004. *The Creation of the Media: The Political Origins of Modern Communications*. New York, Basic Books.
- Peter Dreier. 1982. "The Position of the Press in the U.S. Power Structure." *Social Problems*, Vol. 29, No. 3, pp. 298-310.
- Walter W. Powell and Rebecca Friedkin. 1983. "Political and Organizational Influences on Public Television Programming," in: pp. 413-38, E. Wartella and D.C. Whitney (eds.), *Mass Communication Review Yearbook*, vol. 4, Beverly Hills, CA: Sage.
- John Westergaard. 1977. "Power, Class and the Media", in: Pp. 95-115, James Curran, Michael Gurevitch and Janet Wollacott (eds.), *Mass Communication and Society*, London: Edward Arnold.
- Edward S. Herman and Robert W. McChesney. 1997. *The Global Media: The New Missionaries of Corporate Capitalism*. London: Cassell.
- Dan Schiller. 1999. *Digital Capitalism: Networking the Global Market System*. Cambridge, MA: MIT Press.

Weeks 4-6

4. Media as news

September 12-14

Week 4

4.a. Bad news?

Required readings:

- Gaye Tuchman. 1972. "Objectivity as a Strategic Ritual." *American Journal of Sociology*, Vol. 77, pp. 660-79.
- Gaye Tuchman. 1973. "Making News by Doing Work: Routinizing the Unexpected." *American Journal of Sociology*, Vol. 79, pp. 110-31.
- R.M. Entman. 1991. "Framing US Coverage of International News: Contrasts in Narratives of the Kal and Iran Air Incidents." *Journal of Communication*, Vol. 41, No. 4, Pp. 6-27.
- Steven Kull, Clay Ramsay, Evan Lewis. 2003/04. "Misperceptions, the Media, and the Iraq War", *Political Science Quarterly*, Vol. 118, No. 4, pp. 569-598.

Suggested readings:

- Sheldon Rampton and John Stauber. 2003. *Weapons of Mass Deception: The Uses of Propaganda in Bush's War on Iraq*. New York: Tarcher/Penguin.
- Daniel J. Myers and Beth Schaeffer Caniglia. 2004. "All the Rioting That's Fit to Print: Selection Effects in National Newspaper Coverage of Civil Disorders, 1968-1969." *American Sociological Review*, Vol. 69, pp. 519-43.

- Gaye Tuchman. 1978. *Making News: A Study in the Construction of Reality*. New York: The Free Press.
- David M. White. 1950. "The Gatekeeper: A Case Study in the Selection of News." *Journalism Quarterly*, Vol. 27, pp. 383-90.
- Herbert J. Gans. 1980. *Deciding What's News*. New York: Vintage Books.
- John Soloski. 1989. "News Reporting and Professionalism: Some Constraints on the Reporting of the News." *Media, Culture, and Society*, Vol. 11, pp. 207-28.
- Steven E. Clayman and Ann Reisner. 1998. "Gatekeeping in Action: Editorial Conferences and Assessments of Newsworthiness." *American Sociological Review* 63: 178-199.
- Glasgow University Media Group. 1976. *Bad News*. London: Routledge and Kegan Paul.
- Peter Golding and Philip Elliott. 1979. *Making the News*, London: Longman.
- John Hartley. 1982. *Understanding News*. London: Methuen.
- John Hartley and Martin Montgomery. 1985. "Representations and Relations: Ideology and Power in Press and TV News", in: Pp. 233-269, Teun van Dijk (ed.), *Discourse and Communication*, Berlin: Walter de Gruyter.
- David Bowers. 1967. "A Report on Activity by Publishers in Directing Newsroom Decisions," *Journalism Quarterly*, Pp. 43-52.
- Warren Breed. 1955. "Social Control in the Newsroom: a Functional Analysis," *Social Forces*, Vol. 33, Pp. 326-35 .
- E. J. Epstein. 1973. *News From Nowhere*, New York: Random House.
- David L. Altheide. 1976. *Creating Reality*. Beverly Hills: Sage.

Documentary *News Matter: The News Media under Fire*. 1997. Directed by Paul Synnes (20 mins.)

September 19-21

Week 5

4.b. More bad news?

Required readings:

- Edward S. Herman and Noam Chomsky. 1988. "A Propaganda Model." In: pp. 1-36, Edward S. Herman and Noam Chomsky, *Manufacturing Consent. The Political Economy of the Mass Media*. New York: Pantheon House.
- James T. Hamilton. 2004. "The Changing Nature of the Network Evening News Program." In: pp. 160-189, James T. Hamilton, *All the News That's Fit to Sell: How the Market Transforms Information into News*. Princeton: Princeton University Press.
- Romer, D., Jamieson, K.H. & de Coteau, N.J. 1998. "The treatment of persons of color in local television news: Ethnic blame discourse or realistic group conflict." *Communication Research*, Vol. 25, pp. 286-305.
- Scharrer E. 2002. "An 'Improbable Leap:' A content analysis of newspaper coverage of Hillary Clinton's transition from first lady to Senate candidate." *Journalism Studies*, Vol. 3, No. 3, pp. 393-406.

Suggested readings:

- Glasgow University Media Group. 1980. *More Bad News*. London: Routledge and Kegan.
- Glasgow University Media Group. 1987. *Really Bad News*, New York: Writers and Readers.
- Gitlin, Todd. 1980. *The Whole World is Watching*, Berkeley: University of California Press.
- Gitlin, Todd. 2000. *Inside Prime Time*. Berkeley: University California Press.
- W. Lance Bennett. 1988. *News. The Politics of Illusion*. New York: Longman.

- Sheldon Rampton and John Stauber. 2003. *Weapons of Mass Deception: The Uses of Propaganda in Bush's War on Iraq*. New York: Tarcher/Penguin.
- Roger Fowler. 1991. *Language in the News. Discourse and Ideology in the Press*. London: Routledge.
- Liesbet van Zoonen. 1988. "Rethinking Women and the News." *European Journal of Communication*, Vol. 3, Pp. 25-53.
- Barbara F. Luebke. 1985. "News about Women on the A Wire." *Journalism Quarterly*, Vol. 62.
- Gabriel Thoveron. 1986. "European Televised Women." *European Journal of Communication*, Vol. 1, Pp. 289-300.
- Gant, C. & Dimmick, J. 2000. African Americans in television news: From description to explanation. *Howard Journal of Communications*, 11, 189-205.
- Entman, R.M. 1990. Modern racism and the images of Blacks in local television news. *Critical Studies in Mass Communication*, 7, 332-346.
- Jorgen Westerstahl and Folke Johansson. 1986. "News Ideologies as Moulders of Domestic News." *European Journal of Communication*, Vol. 1, pp. 133-49.
- Martindale, Carolyn. 1985. "Coverage of Black Americans in Five Newspapers since 1950." *Journalism Quarterly*, Vol. 62, No. 2, pp. 321-28.
- Paul Hartmann. 1975/76. "Industrial Relations in the News Media", *Industrial Relations Journal*, Vol. 6, No. 4, Pp. 4-18.
- Graham Murdock. 1973. "Political Deviance: The Press Presentation of a Militant Mass Demonstration." In: pp. 156-76, Stanley Cohen and Jock Young (eds.), *The Manufacture of News: Deviance, Social Problems and the Mass Media*. London: Constable.
- Peter Beharrell and Greg Philo (eds.). 1977. *Trade Unions and the Media*. London: MacMillan.
- Stefan Nedzynski. 1973. "Inequality in Access to Communication Facilities for Working Class Organizations", In: Pp. 413-423, George Gerbner, Larry Gross, and William Melody (eds.), *Communications, Technology and Social Policy*, New York: John Wiley.
- H. Van den Berg, H.F. Glastra and C.G. Van der Veer. 1984. "Television Images of an Industrial Dispute: The Structure and Function of News Coverage," *Gazette*, Vol. 33, Pp. 37-50.
- H. Van den Berg and C.G. Van der Veer. 1989. "Ideologies in the News: On the Measurement of Ideological Characteristics of News Reports." *Gazette*, Vol.14, pp. 159-94.
- Gilens, M. 1996. Race and poverty in America: Public misperceptions and the American news media. *Public Opinion Quarterly*, 60, 515-541.

September 26-28

Week 6

4.c. The media and democracy

Required readings:

John Nichols and Robert W. McChesney. 2006. *Tragedy & Farce: How the American Media Sell Wars, Spin Elections, and Destroy Democracy*. New York: The New Press.

Suggested readings:

- McChesney, Robert. 2004. *Telecommunications, Mass Media, and Democracy: The Battle for the Control of U.S. Broadcasting, 1928-1935*. New York: Oxford University Press.
- Robert W. McChesney. 2007. *Communication Revolution: Critical Junctures and the Future of Media*. New York: The New Press.
- Robert W. McChesney. 2000. *Rich Media, Poor Democracy: Communication Politics in Dubious Times*. New York: The New Press.

- Justin Lewis. 2001. *Constructing Public Opinion: How Political Elites Do What They Like and Why Seem to Go along with It*. New York: Columbia University Press.
- Herbert I. Schiller. 1989. *Culture, Inc.: The Corporate Takeover of Public Expression*. Oxford: Oxford University Press.
- James Fallows. 1996. *Breaking the News: How the Media Undermine American Democracy*. New York: Vintage Books.
- Noam Chomsky. 1989. *Necessary Illusions-Thought Control in Democratic Societies*, Boston, MA: South End Press.
- Max Horkheimer and Theodor W. Adorno. 1995 [1944]. "The Culture Industry: Enlightenment as Mass Deception." In: pp. 120-167, Max Horkheimer and Theodor W. Adorno, *Dialectic of Enlightenment*. New York: Continuum.
- Theodor W. Adorno. 1991. *Culture Industry*. London: Routledge.
- Herbert Marcuse. 1964. *One-Dimensional Man: Studies in the Ideology of Advanced Industrial Society*. London: Routledge & Kegan Paul.
- W. Lance Bennett. 1988. *News. The Politics of Illusion*. New York: Longman.
- Nicholas Abercrombie and Bryan S. Turner. 1978. "The Dominant Ideology Thesis," *British Journal of Sociology*, Vol. 29, No. 2, Pp. 149-170.
- Stuart Hall. 1977. "Culture, the Media and Ideological Effect," in: James Curran, Michael Gurevitch and Janet Woollacott (eds.), *Mass Communication and Society*, London: Edward Arnold.
- Stuart Hall. 1983. "The Problem of Ideology: Marxism without Guarantees," in: Betty Matthews (ed.), *Marx: A Hundred Years On*, London: Lawrence and Wishart.
- John B. Thompson. 1990. *Ideology and Modern Culture*, Stanford: Stanford University Press.

Documentary *WMD: Weapons of Mass Deception*. 2004. Directed by Danny Schechter.

Weeks 7-9

3. The language of the news

October 3-5

Week 7

3.a. News as stories

Required readings:

- Darnton, Robert. 1975. "Writing News and Telling Stories". *Daedalus*, Vol. 104, No. 2, pp. 175-194.
- Montgomery, Martin. 2005. "Television News and Narrative. How Relevant Are Narrative Models for Explaining the Coherence of Television News?" In: pp. 239-260, Thornborrow, Joanna and Jennifer Coates (eds.), *The Sociolinguistics of Narrative*. Amsterdam: John Benjamins.
- Cotter, Colleen. 2010. *News Talk: Investigating the Language of Journalism. Chapter 7. Constructing the Story: Texts and Contexts*. Pp. 133-170. Cambridge: Cambridge University Press.
- Bell, Allan. 1991. *The Language of News Media. Chapter 8. Telling Stories*. Pp. 147-174. Oxford: Blackwell.
- Franzosi, Roberto. 2012. "On Quantitative Narrative Analysis." In: pp. 75-98, James A. Holstein and Jaber F. Gubrium (eds.), *Varieties of Narrative Analysis*. Thousand Oaks, CA: Sage.

Suggested readings:

- Richardson, John E. 2007. *Analysing Newspapers: An Approach from Critical Discourse Analysis*. Houndmills, UK: Palgrave MacMillan.
- Conboy, Martin. 2010. *The Language of the Newspapers: Socio-Historical Perspectives*. London: Continuum.
- Bell, Allan and Peter Garrett (eds.). 1998. *Approaches to Media Discourse*. Oxford: Blackwell.
- Altheide, David L. 1982. "Three-in-One News: Network Coverage of Iran." *Journalism Quarterly*, vol. 48, pp. 476-90.
- van Dijk, Teun. 1985. *Discourse and Communication. New Approaches to the Analysis of Mass Media Discourse and Communication*. Berlin: de Gruyter.
- van Dijk, Teun. 1988. *News as Discourse*. Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers.
- van Dijk, Teun. 1987. *News Analysis. Case Studies in International and National News*. Hillsdale, NJ: Lawrence Erlbaum Associates.

October 10-12 **October 12 Term break!!!**

Week 8**3.b. The structure of news***Required readings:*

- van Dijk, Teun. 1985. "Structure of News in the Press." In: pp. 69-93, T. van Dijk (ed.), *Discourse and Communication*. Berlin: de Gruyter.
- van Dijk, Teun. 1986. "News Schemata." In: pp. 155-86, C. Cooper and S. Greenbaum (eds.), *Studying Writing: Linguistic Approaches*. Beverly Hills: Sage.
- Bell, Allan. 1998. "The Discourse Structure of News Stories." In: pp. 64-104, Bell, Allan and Peter Garrett (eds.), *Approaches to Media Discourse*. Oxford: Blackwell.
- Bell, Allan. 1991. *The Language of News Media. Chapter 9. Make-up of the News Stories*. Pp. 175-211. Oxford: Blackwell.

Suggested readings:

- van Dijk, Teun. 1983. "Discourse Analysis: Its Development and Application to the Structure of News." *Journal of Communication*, Vol. 33, pp. 20-43.
- Galtung, J. and M. H. Ruge. 1965. "The Structure of Foreign News: The Presentation of the Congo, Cuba, and Cyprus crises in Four Foreign Newspapers," *Journal of Peace Research*, Vol. 2, pp. 64-91.

October 17-19

Week 9**3.c. Language and media bias***Required readings:*

- Conboy, Martin. 2007. *The Language of the News. Analytical tools (2)*. Pp. 50-71. London: Routledge.
- Reah, Danuta. 2002[1998]. *The Language of Newspapers. Unit four: Representation of groups: words, words, words*. Pp. 53-72. Second Edition. London: Routledge.

- Trew, Anthony. 1979. "What the Papers Say: Linguistic Variation and Ideological Difference." In: pp. 117–56, Roger Fowler, Robert Hodge, Gunther Kress, and Anthony Trew (eds.), *Language and Control*. London: Routledge & Kegan Paul.
- Altheide, David L. 1985. "Format and Ideology in TV News Coverage of Iran." *Journalism Quarterly*, vol. 62, pp. 346-51.
- Florian Menz. 1989. "Manipulation Strategies in Newspapers: A Program for Critical Linguists." In: pp. 227-49, Ruth Wodak (ed.), *Language, Power, and Ideology*. Amsterdam: John Benjamins.

Suggested readings:

- Trew, Anthony. 1979. "Theory and Ideology at Work." In: pp. 94–116, Roger Fowler, Robert Hodge, Gunther Kress, and Anthony Trew (eds.), *Language and Control*. London: Routledge & Kegan Paul.
- Wodak, Ruth (ed.). 1989. *Language, Power, and Ideology*. Amsterdam: Benjamins.
- Roger Fowler, Robert Hodge, Gunther Kress, and Anthony Trew (eds.). 1979. *Language and Control*. London: Routledge & Kegan Paul.

Weeks 10-11

5. Television entertainment. More to it than laughter and tears?

October 24-26

Week 10

5.a Sitcoms and shows

Required readings:

- Lynn Spigel. 1992. *Make Room for TV: Television and the Family Ideal in Postwar America*. Chicago: The University of Chicago Press, pp. 1-98.
- Theodor W. Adorno. 1963. "Television and the Patterns of Mass Culture." In: pp. 474-89, Bernard Rosenberg and David Manning White (eds.), *Mass Culture*, New York: The Free Press of Glencoe.
- Todd Gitlin. 1979. "Prime Time Ideology: The Hegemonic Process in Television Entertainment," in: *Social Problems*, Vol. 26, No. 3, Pp. 251-266.
- Gregory Fouts and Kimberley Burggraf. 1999. "Television Situation Comedies: Female Body Images and Verbal Reinforcements." *Sex Roles*, Vol. 40, Nos. 5/6, pp. 473-81.
- R. Lance Holbert, Dhavan V. Shah, Nojin Kwak. 2003. "Political Implications of Prime-Time Drama and Sitcom Use: Genres of Representation and Opinions Concerning Women's Rights," *Journal of Communication*, Vol. 53, pp. 45-60.
- Olson, B., and Douglas, W. 1997. "The Family on Television: Evaluation of Gender-Roles in Situation Comedy." *Sex Roles*, Vol. 36, pp. 409-19.
- Wei, Junhow. 2012. "Dealing with Reality: Market Demands, Artistic Integrity, and Identity Work in Reality Television Production." *Poetics*, Vol. 40, 444–466

Suggested readings:

- Friedan, Betty. 1963. *The Feminine Mystique*. New York: W.W. Norton.
- Oliver, M. B. 1994. "Portrayals of crime, race, and aggression in 'reality-based' police shows: A content analysis." *Journal of Broadcasting and Electronic Media*, 38, 179-192.
- Oliver, M. B. & Armstrong, G.B. 1998. "The color of crime: Perceptions of Caucasians' and African-Americans' involvement in crime." In: pp. 19-35, Fishman, M. & Cavendar, G. (Eds.), *Entertaining crime: Television reality programs*. New York: Aldine de Gruyter.

- Potts, R.G. 1997. "The social construction and social marketing of the 'dangerous Black man.'" *Journal of African American Men*, 2, 11-24.
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- Gray, H. 2004. *Watching race: Television and the struggle for Blackness*. Minneapolis: University of Minnesota Press.
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October 31-November 2

Week 11

5.b. Talk shows

Required readings:

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- Matthew A. Baum and Angela S. Jamison. 2006. The Oprah Effect: How Soft News Helps Inattentive Citizens Vote Consistently." *The Journal of Politics*, Vol. 68, No. 4, pp. 946-59.
- Diana C. Mutz and Byron Reeves. 2005. "The New Videomalaise: Effects of Televised Incivility on Political Trust." *American Political Science Review*, Vol. 99, No. 1, pp. 1-15.
- Peter Lunt and Paul Stenner. 2005. "The Jerry Springer Show as an Emotional Public Sphere." *Media, Culture & Society*, Vol. 27, No. 1, pp. 59-81.

Suggested readings:

- Xiaoping Yan. 2008. "TV talk Show Therapy as a Distinct Genre of Discourse." *Discourse Studies*, Vol. 10, No. 4, pp. 469-91.
- Joanna Thornborrow. 2007. "Narrative, Opinion and Situated Argument in Talk Show Discourse." *Journal of Pragmatics*, Vol. 39, No. 8, pp. 1436-53.
- Gamson, Joshua. 1999. "Taking the Talk Show Challenge: Television, Emotion, and Public Spheres." *Constellations*, Vol. 6, No. 2, pp. 190-205.
- Abt, Vicki, and Leonard Mustazza. 1997. *Coming After Oprah: Cultural Fallout in the Age of the TV Talk Show*. Bowling Green, OH: Bowling Green State University Popular Press.
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- Manga, Julie Engel. 2003. *Talking Trash: The Cultural Politics of Daytime TV Talk Shows*. New York: New York University Press.
- Grindstaff, Laura. 2002. *The Money Shot: Trash, Class, and the Making of TV Talk Shows*. Chicago, IL: The University of Chicago Press.
- Iyengar, Shanto. 1994. *Is Anyone Responsible? How Television Frames Political Issues*. Chicago, IL: University Of Chicago Press.
- Livingstone, Sonia, and Peter Lunt. 1994. *Talk on Television: Audience Participation and Public Debate*. New York, NY: Routledge
- McGee, Micki. 2005. *Self-Help, Inc.: Makeover Culture in American Life*. New York, NY: Oxford University Press.
- Munson, Wayne. 1993. *All Talk: The Talkshow in Media Culture*. Philadelphia, PA: Temple University Press.
- Peck, Janice. 1995. "TV Talk Shows as Therapeutic Discourse: The Ideological Labor of the Televised Talking Cure." *Communication Theory*, Vol. 5, pp. 58-81.
- Priest, Patricia J. 1996. "Gilt by Association: Talk Show Participants' Televisually Enhanced Status and Self-Esteem." In: pp. 68-83, Debra Grodin and Thomas R. Lindolf (eds.), *Constructing the Self in a Mediated World*. Thousand Oaks, CA: SAGE Publications, Inc.

Matthew A. Baum. 2005. "Talking the Vote: Why Presidential Candidates Hit the Talk Show Circuit." *American Journal of Political Science*, Vol. 49, No. 2, pp. 213-234.

November 7-9

Week 12

5.c. Gender and race in the media

Required readings:

- Vande Berg, L., and Streckfuss, D. 1992. "Prime-time television's portrayal of women and the world of work: A demographic profile." *Journal of Broadcasting and Electronic Media*, Vol. 36, pp. 195-208.
- Teun van Dijk. 1987. "Mediating Racism. The Role of the Media in the Reproduction of Racism." In: pp. 199-226, R. Wodak (ed.), *Language, Power and Ideology*. Amsterdam: Benjamins.
- Hardin, M., Dodd, J. E., Chance, J. and Walsdorf, K. 2004. "Sporting images in black and white: Race in newspaper coverage of the 2000 Olympic games." *Howard Journal of Communication*, Vol. 15, pp. 211-27.
- Edwards, A. 1993. "From Aunt Jemima to Anita Hill: Media's split image of Black women." *Media Studies Journal*, Vol. 7, pp. 215-22.
- Gaye Tuchman. 1978. "The Symbolic Annihilation of Women by the Mass Media." In: pp. 3-38, Gaye Tuchman, Arlene Kaplan Daniels, James Benet (eds.), *Hearth and Home, Images of Women in the Mass Media*. New York: Oxford University Press.

Suggested readings:

- Glascok, J. and Preston-Schreck, C. 2004. "Gender and racial stereotypes in daily newspaper comics: A time-honored tradition?" *Sex Roles*, Vol. 51, pp. 423-31.
- Patricia Moy, Michael A. Xenos, Verena K. Hess. 2005. "Communication and Citizenship: Mapping the Political Effects of Infotainment." *Mass Communication & Society*, Vol. 8, No. 2, pp. 111-31.
- Susan Faludi. 1991. *Backlash. The Undeclared War against American Women*. New York: Crown Publishers.
- Cotter, David, Joan M. Hermsen, and Reeve Vanneman. 2011. "The End of the Gender Revolution? Gender Role Attitudes from 1977 to 20081." *American Journal of Sociology*, 117(1), 259-289.
- Janice Winship. 1978. "A Woman's World: 'Woman' – An Ideology of Femininity." In: pp. 96-108, *Women Take Issue, Women's Studies Group*, Centre for Contemporary Cultural Studies, University of Birmingham, London: Hutchinson.
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- Dorothy Hobson. 1980. "Housewives and the Mass Media." In: pp. 105-14, Stuart Hall, Dorothy Hobson, Andrew Low, and Paul Willis (eds.), *Culture, Media and Language*. London: Hutchinson.
- Kate Pierce. 1990. "A Feminist Theoretical Perspective on the Socialization of Teenage Girls Through Seventeen Magazine." *Sex Roles*, Vol. 23, Nos. 9/10.
- Mastro, D.E. & Greenberg, B.S. 2000. "The portrayal of racial minorities on prime time television." *Journal of Broadcasting and Electronic Media*, 44, 690-703.
- Matabane, P. & Merritt, B. 1996. African Americans on television: Twenty-five years after Kerner. *Howard Journal of Communications*, 7, 329-337.
- Sue Curry Jansen. 1989. "Gender and the Information Society: A Socially Structured Silence." *Journal of Communication*, Vol. 39, No. 3, pp. 196-215.

- Billings, Andrew. 2004. "Depicting the Quarterback in Black and White: A Content Analysis of College and Professional Football Broadcast Commentary." *Howard Journal of Communications*, Vol. 15, No. 4, pp. 201-10.
- Binder, Amy. 1993. "Constructing Racial Rhetoric: Media Depictions of Harm in Heavy Metal and Rap Music." *American Sociological Review*, Vol. 58, pp. 753-67.
- Teun A. van Dijk. 1987. *Communicating Racism: Ethnic Prejudice in Thought and Talk*. Newbury Park, CA: Sage.
- Stuart Hall, Chas Critcher, Tony Jefferson, John Clarke, and Brian Roberts. 1978. *Policing the Crisis: Mugging, the State, and Law and Order*. New York: Holmes & Meier.
- Jannette Dates and William Barlow (eds.). 1990. *Split Image, African Americans in the Mass Media*. Washington, D.C.: Howard University Press.
- Bradley Greenberg, Michael Burgoon, Judee Burgoon, and Pelipe Korzenny (eds.). 1983. *Mexican Americans and the Mass Media*. Norwood, N.J.: Ablex Publishing Co.
- Paul Hartmann and Charles Husband. 1973. "The Mass Media and Racial Conflict." In: pp. 270-84, Stanley Cohen and Jock Young (eds.), *The Manufacture of News: Deviance, Social Problems and the Mass Media*. London: Constable.
- Paula M. Poindexter and Carolyn A. Stroman. 1981. "Blacks and Television: A Review of the Research Literature." *Journal of Broadcasting*, Vol. 25, No. 2, pp. 103-22.
- Paula Matabane. 1988. "Television and the Black Audience: Cultivating Moderate Perspectives on Racial Integration." *Journal of Communication*, Vol. 38, No. 4, pp. 21-31.
- Klein, Hugh and Shiffman, Kenneth. 2006. "Race-Related Content of Animated Cartoons." *Howard Journal of Communications*, Vol. 17, No. 3, pp. 163-182.

Documentary *Color Adjustment*. 1991. Directed by Marlon Riggs (88 mins.)

Weeks 13-14

6. New media: The internet

November 14-16

Week 13

6.a. The political dimensions of the Internet

Required readings:

- Thomas J. Johnson, Barbara K. Kaye. 2004. "Wag the Blog: How Reliance on Traditional Media and the Internet Influence Credibility Perceptions of Weblogs among Blog Users." *Journalism and Mass Communication Quarterly*, Vol. 81, No. 3, pp. 622-42.
- Lada A. Adamic and Natalie S. Glance. 2005. "The Political Blogosphere and the 2004 U.S. Election: Divided They Blog." *Proceedings of LinkKDD*.
- Michael Xenos and Patricia Moy. 2007. "Direct and Differential Effects of the Internet on Political and Civic Engagement." *Journal of Communication*, Vol. 57, No. 4, pp. 704-18.
- M. Kent Jennings and Vicki Zeitner. 2003. "Internet Use and Civic Engagement: A Longitudinal Analysis." *The Public Opinion Quarterly*, Vol. 67, No. 3, pp. 311-34.

Suggested readings:

- Andrew Chadwick. 2006. *Internet Politics: States, Citizens, and New Communication Technologies*. Oxford: Oxford University Press.
- Lawrence Lessig. 2006. *Code Version 2.0*. New York: Basic Books, pp. 1-157, 313-40.
- Pippa Norris. 2002. *Digital Divide: Civic Engagement, Information Poverty, and the Internet Worldwide*. Cambridge: Cambridge University Press.

- Lawrence Lessig. 2004. *Free Culture: The Nature and Future of Creativity*. New York: Penguin Books.
- Karen Mossberger, Caroline J. Tolbert, Ramona S. McNeal. 2008. *Digital Citizenship: The Internet, Society, and Participation*. Cambridge, Mass.: MIT Press
- Jack Goldsmith and Tim Wu. 2006. *Who Controls the Internet? Illusions of Borderless World*. Oxford: Oxford University Press.
- Manuel Castells. 2001. *The Internet Galaxy: Reflections on the Internet, Business, and Society*. Oxford: Oxford University Press.

November 21-23 **Thanksgiving!!! November 23-25**
Week 14

6.b. The Internet and the social

Required readings:

- Shanyang Zhao, Sherri Grasmuck, Jason Martin. 2008. "Identity Construction on Facebook: Digital Empowerment in Anchored Relationships." *Computers in Human Behavior*, Vol. 24, pp. 1816–36.
- Jennifer L. Gibbs, Nicole B. Ellison, and Rebecca D. Heino. 2006. "Self-presentation in Online Personals: The Role of Anticipated Future Interaction, Self-disclosure, and Perceived Success in Internet Dating." *Communication Research*, Vol. 33, No. 2, pp. 1–26.
- Helene M. Lawson and Kira Leck. 2006. "Dynamics of Internet Dating." *Social Science Computer Review*, Vol. 24, pp. 189-208.
- Michael Hardey. 2002. "Life Beyond the Screen: Embodiment and Identity through the Internet." *The Sociological Review*, Vol. 50, No. 4, pp. 570-85.
- Nicole B. Ellison, Charles Steinfield, Cliff Lampe. 2007. "The Benefits of Facebook "Friends": Social Capital and College Students' Use of Online Social Network Sites." *Journal of Computer-Mediated Communication*, Vol. 12, No. 4 (<http://jcmc.indiana.edu/vol12/issue4/ellison.html>)

Suggested readings:

- Sherry Turkle. 1995. *Life on the Screen: Identity in the Age of the Internet*. New York: Simon & Schuster.
- Robert Godwin-Jones. 2003. "Emerging Technologies: Blogs and Wikis: Environments for On-line Collaboration." *Language Learning & Technology*, Vol. 7, No. 2, pp. 12-16.
- Petter Holme, Christopher R. Edling, Fredrik Liljeros. 2004. "Structure and Time-Evolution of an Internet Dating Community." *Social Networks*, Vol. 26, No. 2, pp. 155-174.
- Nicole B. Ellison, Rebecca D. Heino, and Jennifer L. Gibbs. 2006. "Managing Impressions Online: Self-presentation Processes in the Online Dating Environment." *Journal of Computer-Mediated Communication*, Vol. 11, No. 2 (<http://jcmc.indiana.edu/vol11/issue2/ellison.html>)

November 28-30
Week 15

Group projects presentations

December 5 **Last Day of class!!!**
Week 16

Group projects presentations