

Emory University

SOCIOLOGY OF MASS MEDIA

SOC 562; Spring 2019

Thursdays, 5:30 – 8:30 pm, 206 Tarbutton Hall

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231 Tarbutton Hall

Office Hours: Mondays, 11:30 – 1:00

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COURSE DESCRIPTION

This course (1) provides students with grounding in media sociology and (2) prepares students for doing their own media research.

To facilitate the first objective, we survey the media literature that spans a number of disciplines, which includes (but is not limited to) sociology, communications, and history. In pursuing this survey, we touch upon the following themes: (a) We examine how various media industries are organized and how such organization is sometimes transformed by regulation, competition, and/or technology. This examination includes both “old” (e.g., film) and “new” media (e.g., social media, streaming video on demand). (b) We focus on the careers of workers within media industries, connecting the constraints of their work environments to the type of content they produce. (c) We inspect media content and investigate factors that promote stability, change, and diversity – including online content. (d) We address the consumers of mass media products and inspect how they utilize and are shaped by media content, as well as how they are also sometimes the producers of content.

To facilitate the second objective (i.e., doing research), we give special attention to methods and designs employed in current research, and we heed how theoretical ideas are translated into empirical projects. This second objective is especially crucial in an age where “big data” techniques have expanded greatly sociological research on mass media. Thus, by the end of the semester, each student will have a grasp of the field and an understanding of how to do media sociology.

COURSE REQUIREMENTS

This course is organized as a seminar, which entails the combination of a fair amount of reading, class discussion, and written assignments. Given this organization, you are expected to attend each class and to participate.

A) Attendance

If you must miss a class, please inform me ahead of time so that we can make arrangements. Note that unexcused absences will negatively affect your final grade.

B) Class Participation and Discussion

Active participation requires adequate preparation. You therefore must read the assigned material before class and develop your own assessment of this material. Such careful preparation will improve the quality of class discussion. Of course, class discussion should be both informed and respectful; moreover, it should be a forum wherein all can raise questions, explore ideas, and express misgivings. Class participation comprises half of your final grade.

C) Electronic Device Policy

Electronic devices, such as laptops and tablets, can be very useful in terms of taking notes. However, when students use them in class to do other things (e.g., surf the Internet, order from online stores, check social media posts) that proves detrimental both to student participation and discussion. Note that using devices in a non-curricular way will, most definitely, affect your final grade in a negative fashion.

D) Final Paper

You will complete a 15-page paper (typed and double-spaced). The paper should deal with some aspect of media sociology, yet it should also relate to your own research interests. Consequently, this paper may take a variety of forms. For example, it can be a review of the literature, a research proposal, or an empirical project. I ask that you discuss your topic with me by *February 14* and submit an outline by *March 28*. The final paper will be briefly presented in our last class, and is due on *May 9*. It comprises 50% of your final grade.

COURSE REQUIREMENTS

As the semester progresses, class materials will be posted on the Canvas site for SOC 562 (see <http://canvas.emory.edu>).

The assigned readings are drawn from many sources, so there is no textbook. Instead, the required readings are available at both our Canvas site and at Woodruff electronic reserves (see <https://ereserves.library.emory.edu/index.php>). Note that the readings for this class augment—but do not duplicate—those found in my Sociology of Culture (SOC 560) and Sociology of the Arts (SOC 561) graduate seminars. As a result, you may wish to peruse the SOC 560 and SOC 561 syllabi for additional media readings. You may access those syllabi here: <http://sociology.emory.edu/home/people/faculty/dowd-tim.html>.

If you have any special needs, please contact me at the beginning of the semester and we will discuss the necessary arrangements (for additional information, visit the Emory Office of Accessibility Services website; see <http://equityandinclusion.emory.edu/access/index.html>).

COURSE SCHEDULE

(Subject to Revision)

SECTION ONE: MEDIA AND PRODUCTION

January 17: *Introductions*

January 24: *The Construction of Media Markets*

Shahzad (Shaz) Ansari and Nelson Phillips. 2011. "Text Me! New Consumer Practices and Change in Organizational Fields." *Organization Science* 22: 1579-1599.

Heather A. Haveman. 2004. "Antebellum Literary Culture and the Evolution of American Magazines." *Poetics* 32: 5-28.

Jin Kim. 2012. "The Institutionalization of YouTube: From User-Generated Content to Professionally Generated Content." *Media, Culture & Society* 34: 53-67.

Chad Navis and Mary Ann Glynn. 2010. "How New Market Categories Emerge: Temporal Dynamics of Legitimacy, Identity, and Entrepreneurship in Satellite Radio, 1990-2005." *Administrative Science Quarterly* 55: 439-471.

Michael L. Wayne. 2018. "Netflix, Amazon, and Branded Television Content in Subscription Video On-Demand Portals." *Media, Culture & Society* 40: 725-741.

January 31: *Gatekeeping, Selection and Uncertainty*

Kenneth T. Andrews and Neal Caren. 2010. "Making the News: Movement Organizations, Media Attention, and the Public Agenda." *American Sociological Review* 75: 841-866.

Sam Friedman. 2014. "The Hidden Tastemakers: Comedy Scouts as Cultural Brokers at the Edinburgh Festival Fringe." *Poetics* 44: 22-41.

Frédéric C. Godart and Ashley Mears. 2009. "How Do Cultural Producers Make Creative Decisions? Lessons from the Catwalk." *Social Forces* 88: 671-692.

Giselinde Kuipers. 2015. "How National Institutions Mediate the Global: Screen Translation, Institutional Interdependencies, and the Production of National Difference in Four European Countries." *American Sociological Review* 80: 985-1013.

Gabriel Rossman. 2004. "Elites, Masses, and Media Blacklists: The Dixie Chicks Controversy." *Social Forces* 83: 61-79.

February 7: Concentration, Commercialization and Their Impact in Media Markets

Angèle Christin. 2018. "Counting Clicks: Quantification and Variation in Web Journalism in the United States and France." *American Journal of Sociology* 123: 1382-1415.

Timothy J. Dowd. 2004. "Concentration and Diversity Revisited: Production Logics and the U.S. Mainstream Recording Market, 1940 to 1990." *Social Forces* 82: 1411-1455.

Amanda D. Lotz. 2007. "How to Spend \$9.3 Billion in Three Days: Examining the Upfront Buying Process in the Production of U.S. Television Culture." *Media, Culture & Society* 29: 549-567.

Lee Marshall. 2013. "The 360 Deal and the 'New' Music Industry." *European Journal of Cultural Studies* 16: 77-99.

Daya Kishan Thussu. 2007. "The 'Murdochization' of News? The Case of Star TV in India." *Media, Culture & Society* 29: 539-611.

February 14: Media Work and Careers

William T. Bielby and Denise D. Bielby. 1999. "Organizational Mediation of Project-Based Labor Markets: Talent Agencies and the Careers of Screenwriters." *American Sociological Review* 64: 64-85.

David Hesmondhalgh and Sarah Baker. 2010. "'A Very Complicated Version of Freedom': Conditions and Experiences of Creative Labour in Three Cultural Industries." *Poetics* 38: 4-20.

Sharon Koppman. 2016. "Different Like Me: Why Cultural Omnivores Get Creative Jobs." *Administrative Science Quarterly* 61: 291-331.

Claire Seugeun Lee. 2018. "Experience 'Internationalized Precarity' in Inter-Asian Film Production: A Case Study of *Seediq Bale*." *Poetics* 66: 42-53.

Patrick Reilly. 2018. "No Laughter among Thieves: Authenticity and the Enforcement of Community Norms in Stand-Up Comedy." *American Sociological Review* 89: 933-958.

PAPER TOPIC DUE

SECTION TWO: MEDIA AND CONTENT

February 21: Linking Production and Content: Representation & Innovation

Jennifer Fuller. 2010. "Branding Blackness on US Cable Television." *Media, Culture & Society* 32: 285-306.

Wendy Griswold. 1981. "American Character and the American Novel: An Expansion of Reflection Theory." *American Journal of Sociology* 86: 740-765.

Jelani Ince, Fabio Rojas and Clayton A. Davis. 2017. "The Social Media Response to Black Lives Matter: How Twitter Users Interact with Black Lives Matter Through Hashtag Use." *Ethnic and Racial Studies* 40: 1814-1830.

Janice McCabe, Emily Fairchild, Liz Grauerholz, Bernice A. Pescosolido, and Daniel Tope. 2011. "Gender in Twentieth-Century Children's Books: Patterns of Disparity in Titles and Central Characters." *Gender & Society* 25: 197-226.

Eran Shor, Arnout van de Rijt, Alex Miltsov, Vivek Kulkarni, and Steven Skiena. 2015. "A Paper Ceiling: Explaining the Persistent Underrepresentation of Women in Printed News." *American Sociological Review* 80: 960-984.

February 28: Framing and the News

Amy Adamczyk, Chunrye Kim and Laurent Paradis. 2015. "Investigating Differences in How the News Media Views Homosexuality across Nations: An Analysis of the United States, South Africa, and Uganda." *Sociological Forum* 30: 1038-1058.

Christopher A. Bail. 2012. "The Fringe Effect: Civil Society Organizations and the Evolution of Media Discourse about Islam since the September 11th Attacks." *American Sociological Review* 77: 855-879.

Franklin D. Gilliam, Jr. and Shanto Iyengar. 2000. "Prime Suspects: The Influence of Local Television News on the Viewing Public." *American Journal of Political Science* 44: 560-573.

Adia Harvey Wingfield and Joe Feagin. 2012. "The Racial Dialectic: President Barack Obama and the White Racial Frame." *Qualitative Sociology* 35: 143-162.

Abigail C. Saguy and Rene Almeling. 2009. "Fat in the Fire? Science, the News Media, and the 'Obesity Epidemic.'" *Sociological Forum* 23: 53-83.

March 7 and 14: NO CLASSES (SPRING BREAK)

March 21: Content and Its Classification

Noah Askin and Michael Mauskapf. 2017. "What Makes Popular Culture Popular? Product Features and Optimal Differentiation in Music." *American Sociological Review* 82: 910-944.

Christopher A. Bail, Taylor W. Brown, and Marcus Mann. 2017. "Channeling Hearts and Minds: Advocacy Organizations, Cognitive-Emotional Currents, and Public Conversation." *American Sociological Review* 82: 1188-1213.

Greta Hsu, Giacomo Negro, and Fabrizio Perretti. 2012. "Hybrids in Hollywood: A Study of the Production and Performance of Genre-Spanning Films." *Industrial Corporate Change* 21: 1427-1450.

Matthew J. Salganik and Duncan J. Watts. 2008. "Leading the Herd Astray: An Experimental Study of Self-Fulfilling Prophecies in an Artificial Cultural Market." *Social Psychology Quarterly* 71: 338-355.

Alex van Venrooij. 2015. "A Community Ecology of Genres: Explaining the Emergence of New Genres in the UK Field of Electronic/Dance Music, 1985-1999." *Poetics* 52: 104-123.

March 28: Consecration and Media Content

Andrew Cheyne and Amy Binder. 2010. "Cosmopolitan Preferences: The Constitutive Role of Place in American Elite Taste for Hip-Hop Music 1991-2005." *Poetics* 38: 336-364.

Sarah M. Corse and Monica D. Griffin. 1997. "Cultural Valorization and African American Literary History: Reconstructing the Canon." *Sociological Forum* 12: 173-203.

Wendy Griswold and Hannah Wohl. 2015. "Evangelists of Culture: One Book Programs and the Agents Who Define Literature, Shape Tastes, and Reproduce Regionalism." *Poetics* 50: 96-109.

Damon J. Phillips. 2011. "Jazz and the Disconnected: City Structural Disconnectedness and the Emergence of a Jazz Canon, 1897-1933." *American Journal of Sociology* 117: 420-483.

Barry Schwartz. 2009. "Collective Forgetting and the Symbolic Power of Oneness: The Strange Apotheosis of Rosa Parks." *Social Psychology Quarterly* 72: 123-142.

SECTION THREE: MEDIA AND AUDIENCES

April 4: Broad Patterns of Media Consumption

René D. Flores. 2017. "Do Anti-Immigrant Laws Shape Public Sentiment? A Study of Arizona's SB 1070 Using Twitter Data." *American Journal of Sociology* 123: 333-384.

Wendy Griswold and Nathan Wright. 2004. "Cowbirds, Locals, and the Dynamic Endurance of Regionalism." *American Journal of Sociology* 109: 1411-1451.

Minjeong Kim, Yun-Cheol Heo, Seong-Cheol Choi and Han Woo Park. 2014. "Comparative Trends in Global Communication Networks of #Kpop Tweets." *Quality & Quantity* 48: 2687-2702.

Giselinde Kuipers 2015. "Beauty and Distinction? The Evaluation of Appearance and Cultural Capital in Five European Countries." *Poetics* 53: 38-51.

Kevin Lewis and Jason Kaufman. 2018. "The Conversion of Cultural Tastes into Social Network Ties." *American Journal of Sociology* 123: 1684-1742.

PAPER OUTLINE DUE

April 11: Media Audiences in Action

Tia DeNora. 2000. *Music in Everyday Life*. Cambridge: Cambridge University Press. Chapters 3-4.

Yang Gao. 2016. "Inventing the 'Authentic' Self: American Television and Chinese Audiences in Global Beijing." *Media, Culture & Society* 38: 1201-1217.

Bas Hofstra, Rense Corten, Frank van Tubergen, and Nicole B. Ellison. 2017. "Sources of Segregation in Social Networks: A Novel Approach Using Facebook." *American Sociological Review* 82: 625-656.

Ruth Milkman. 2017. "A New Political Generation: Millennials and the Post-2008 Wave of Protest." *American Sociological Review* 82: 1-31.

Lakshmi Srinivasi. 2002. "The Active Audience: Spectatorship, Social Relations and the Experience of Cinema in India." *Media, Culture & Society* 24: 155-173.

April 18: Media Audiences and (Collective) Interpretation

Phillipa Chong. *Selection to be Announced*.

Sam Friedman and Giselinde Kuipers. 2013. "The Divisive Power of Humour: Comedy, Taste, and Symbolic Boundaries." *Cultural Sociology* 7: 179-195.

Oliver Hahl, Minjae Kim, and Ezra W. Zuckerman Sivan. 2018. "The Authentic Appeal of the Lying Demagogue: Proclaiming the Deeper Truth about Political Illegitimacy." *American Sociological Review* 83: 1-33.

Terence E. McDonnell. 2010. "Cultural Objects as Objects: Materiality, Urban Space, and the Interpretation of AIDS Campaigns in Accra, Ghana." *American Journal of Sociology* 115: 1800-1852.

Melissa Milkie. 1999. "Social Comparisons, Reflected Appraisals, and Mass Media: The Impact of Pervasive Beauty Images on Black and White Girls' Self-Concepts." *Social Psychology Quarterly* 62: 190-210.

April 25: ***Access, Information & Prosumption (Examples from Internet Usage)***

Paul DiMaggio and Bart Bonikowski. 2008. "Make Money Surfing the Web? The Impact of Internet Use on the Earnings of U.S. Workers." *American Sociological Review* 73: 227-225.

Eszter Hargittai and Gocke Karaglu. 2018. "Biases of Online Political Polls: Who Participates?" *Socius* 4: 1-7.

Matthew A. Rafalow. 2018. "Disciplining Play: Digital Youth Culture as Capital at School." *American Journal of Sociology* 123: 1416-1452.

Jen Schradie. 2011. "The Digital Production Gap: The Digital Divide and Web 2.0 Collide." *Poetics* 39: 145-168.

Andreas Wimmer and Kevin Lewis. 2010. "Beyond and Below Racial Homophily: ERG Models of Friendship Networks Documented on Facebook." *American Journal of Sociology* 116: 583-642.

May 9: **FINAL PAPER DUE**