

**Introduction to Media Theory
Reading List
2016
Eddie Brennan**

This module offers an introduction to key ideas in media theory and research. It will also outline the political, geographical and historical context in which these ideas have emerged. At the core of the module is a concern with how people shape, and are constantly being shaped by, media. The theories introduced here are all attempts to describe and understand this relationship. Generally, theories will have their merits but will also contain blind spots. The task of students will be to understand these theories, be able to discuss them in the context of media today, and to be able to critique them. Finally, as we will see, a convergence of media forms, and a blurring of the line between producer and consumer, has prompted a long overdue convergence in media theories.

Resources

All the resources listed here can be located through the DIT library website. Journal articles can be accessed online through the library website. To access these from outside a DIT campus you will need a user name and PIN. Links, where provided, will bring you to the full-text of the article in question. Class resources will be made available through a shared Google folder. You will find additional articles and videos through www.eddiebrennan.com/teaching/. Webcourses will be used for assessment submissions and feedback.

Weekly Office Hour: Tuesday 10:00 to 11:00. Please make an appointment by email at least two working days in advance.

Key Readings

All readings marked with *** are **required** readings for that week. They must be read before lectures, and will be used as a basis for discussion in tutorials. These will also be useful starting points for essay writing. Additional readings are relevant but not mandatory for class. They will, however, be very useful in preparing essays. You are also encouraged to go beyond the reading list in your essay research.

Tutorials will run on a fortnightly basis. Tutorials will commence in week 2. Tutorial groups will be published in Week 1.

Assessment: This module is assessed through a single 2,500 word essay. This work is to be submitted electronically, via Webcourses, and on paper to the School of Media office with the appropriate cover sheet by 5:00PM on Friday 2 December 2016. Essay titles will follow in Week 6.

Students **MUST SUBMIT A PRINTED ESSAY AND AN ELECTRONIC COPY** on or before the deadline. The electronic copy must be submitted via Webcourses. Files will only be accepted as .pdf or .doc files. Other file types will not be accepted. Files should be named using the following format: Surname, Name IMT.doc (or .pdf).

Electronic copies will serve only as a backup and proof of submission. They will not be accepted for grading purposes. Only printed essays will be read for assessment. Late essays will only be

accepted when accompanied by a PC1, personal circumstances form and appropriate supporting documentation.

Lecture 1

Introduction: What are media?

De Zengotita, T. 2005. 'Learning to Love the Blob', pp.13-32 in De Zengotita, D. 2005. *Mediated: How the media shape your world*. Bloomsbury: London.

Lecture 2: Media theory and Media Effects

*** Meyrowitz, J. 2008. 'Power, Pleasure, Patterns: Intersecting Narratives of Media Influence'. *Journal of Communication*. Vol.58, No.4: 641—663.

McQuail, D. 2010. 'The Rise of Mass Media', pp.24—46 in *McQuail's Mass Communication Theory*. London: Sage.

Van Dijck, J. 2009. 'Users like you? Theorizing agency in user-generated content'. *Media Culture Society*. Vol. 31. No. 1: 41—58.

Jenkins, H. 2006. 'The War Between Effects and Meaning: Rethinking the Video Game Violence Debate', pp. 19—31 in Buckingham, D. and R. Willett (eds), 2006. *Digital Generations: Children, Young People, and New Media*. London: Lawrence Earlbaum Associates.

Bryant, J and M.B.Oliver (eds) 2009. *Media effects : advances in theory and research*. London : Routledge.

Lecture 3

Medium Theory

*** Meyrowitz, J. 1984. 'The Adultlike Child and the Childlike Adult: Socialization in an Electronic Age'. *Daedalus*. Vol. 113(3). 19—48. (Published by: The MIT Press on behalf of American Academy of Arts & Sciences).

McLuhan, M. *Understanding Media: the extensions of man*. Cambridge (Mass.): MIT Press.

McQuail, D. 2010. 'New Media - New Theory?', pp.136—159 in *McQuail's Mass Communication Theory*. London: Sage.

Sterne, J. 2006. 'MP3 as Cultural Artefact'. *new media & society*. Vol. 8, No. 5: 825— 842.

Meyrowitz, J. 2001. 'Morphing McLuhan: Medium Theory for a New Millennium' *Proceedings of the Media Ecology Association*. Vol. 2. 8-22.

Lecture 4

From Technological Determinism to Social Shaping Perspectives

*** Baym, N. 2010. *Personal Connections in the Digital Age*. Cambridge: Polity. (Chapter 2 Making New Media Make Sense)

Gitlin, T. 2001. 'Supersaturation, or, The Media Torrent and Disposable Feeling', pp. 12— 70 in Gitlin, T. 2001. *Media Unlimited. how the torrent of images and sounds overwhelms our lives*. New York: Metropolitan Books.

Carr, N. 2010. *The shallows: how the Internet is changing the way we think, read and remember*. London: Atlantic.

Postman, N. 1985. *Amusing Ourselves to Death*. London: Heinemann.

Lecture 5

Ideology: The Ideology of 'New Media'

*** Morozov, E. 2012. *The Net Delusion: How Not to Liberate the World*. London: Penguin (Chapter 1 The Google Doctrine)

*** Morrison, K. 1995. 'Marx's theory of ideology', pp.43–50 in Morrison, K. 1995. *Marx, Durkheim, Weber: Formations of Modern Social Thought*. London: Sage.

Morozov, E. 2013. *The Internet Ideology: Why We Are Allowed to Hate Silicon Valley*. *Frankfurter Allgemeine Feuilleton*. 11 November 2013.

Lee, M. 2011. 'Google ads and the blindspot debate'. *Media Culture Society*. Vol. 33(3): 433–447.

Lecture 6

Media Forms, Ideology and Social Context

*** Brennan, E. 2012. 'A Political Economy of Formatted Pleasures', in Oren, T. and Shahaf, S. 2012. *Global Television Formats: Understanding Television Across Borders*. London: Routledge.

Hearn, A. 2008. 'Meat, Mask, Burden' Probing the contours of the branded 'self'. *Journal of Consumer Culture*. Vol. 8(2): 197-217.

Esser, A & P. Majbritt Jensen. 2015. "The use of international television formats by public service broadcasters in Australia, Denmark and Germany". *The International Communication Gazette*. Vol. 77(4). 359–383.

Lilley, S, F.S.Grodzinsky & A. Gumbus, (2012), "Revealing the commercialized and compliant Facebook user", *Journal of Information, Communication and Ethics in Society*, Vol. 10 Iss 2 pp. 82 - 92

Elliott, A and C. Lemert. 2006. *The New Individualism: The Emotional Costs of Globalization*. London: Routledge. (Chapter 2)

Lecture 7

Political Economy: Ownership, Control and the Audience as a Commodity

*** McChesney, R.W. 2013. *Digital Disconnect: How Capitalism is Turning the Internet Against Democracy*. New York. The New Press. (Chapter 5 The Internet and Capitalism II: The Empire of the Senseless)

Smythe, D. 1981. 'On the Audience Commodity and its Work', pp.39-47 in Boyd-Barrett, O and C. Newbold (eds.), 1995. *Approaches to Media: A Reader*. London: Arnold.

Mansell, R. 2004. 'Political economy, power and new media'. *new media & society*. Vol. 6, No.1: 96–105.

Golding, P. and G. Murdock. 2005. 'Culture, Communications, and Political Economy', pp. 60–83 in Curran, J and M. Gurevitch (eds.), 2005. *Mass Media and Society* (4th ed.). London: Edward Arnold.

Lecture 8

The Public Sphere, Digital media and Democracy

*** Morozov, E. 2012. *The Net Delusion: How Not to Liberate the World*. London: Penguin. (Chapter 3 Orwell's Favorite Lolcat)

*** *The Economist*. 'Post-Truth Politics: The Art of the Lie'. 10 September 2016.

Peters, J.D. 1993. 'Distrust of Representation: Habermas on the Public Sphere' *Media, Culture and Society*. Vol. 15, 541-571.

Pariser, E. 2011. *The Filter Bubble: What the internet is hiding from you*. London: Viking.

Boyd, D. 2008. 'Facebook's Privacy Trainwreck: Exposure, Invasion and Social Convergence'. *Convergence*. Vol. 14(1): 13-20.

Downey, J and N. Fenton. 2003. 'New media, counter publicity and the public sphere', *new media & society*. Vol5(2): 185—202.

Habermas, J. 1997. 'Institutions of the Public Sphere', pp.235-244 in O. Boyd-Barrett and C. Newbold (eds.), *Approaches to Media: A Reader*. London: Arnold.

Lecture 9

Media Production: networks, production models and research methods

*** Lee, D. 2011. 'Networks, cultural capital and creative labour in the British independent television industry. *Media, Culture & Society*. 33(4) 549-565.

The Economist. 'The Future of Television: Streaming on Screens Near You'. 20 August 2016.

Jenner, M. (2014) 'Is this TVIV? On Netflix, TViII and binge-watching', *New Media & Society*. Vol. 18(2) 257–273.

Ursell, G. 2000 'Television Production: Issues of Exploitation, Commodification and Subjectivity in UK Television Labour Markets', *Media, Culture & Society*. Vol.22. No.6: 805–25.

Brennan, E. 2004. 'Fair City: A Case Study in the Proletarianisation of Cultural Production'. *Irish Journal of Sociology*. Vol.13, no.2, 66—83.

Lecture 10

Introduction to Textual Analysis

[Media@LSE. Journalistic Representations of Jeremy Corbyn in the British Press: From Watchdog to Attackdog.](#)

Gripsrud, J. 2002. 'Semiotics: signs, codes and cultures', pp. 99—127 in Grisprud, J. 2002. *Understanding Media Culture*. London: Hodder Arnold.

Gripsrud, J. 2002. 'Rhetoric: language, situation, purpose', pp. 154--190 in Grisprud, J. 2002. *Understanding Media Culture*. London: Hodder Arnold.

Shifman, L. 2014. *Memes in digital culture*. Cambridge, Massachusetts: The MIT Press.

Kitzinger, J. 2007. 'Framing and Frame Analysis', pp. 134—161 in Devereux, E. 2007. *Media Studies: Key Issues and Debates*. London: Sage.

Lecture 11

The active audience: making meaning from media

*** Hall, S. 1980. 'Encoding/Decoding', pp.128-38 in Hall, S., Hobson, D., Lowe, A. and P. Willis (eds), *Culture, Media, Language: Working Papers in Cultural Studies*. London: Unwin Hyman.

Eco,U. 1995. 'Does the Audience have Bad Effects on Television?',pp.119-140inEco, U. 1995. *apocalypse postponed*. London: Flamingo.

Morley, D. 1980. *The Nationwide audience : structure and decoding*. London : British Film Institute.

Silverstone, R. 1994. *Television and everyday life*. London : Routledge.

Jenkins, H. 2006. *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press. (Chapter 3).

Lecture 12

Converged theory and media-related practice

*** Van Dijck, J. 2009. 'Users like you? Theorizing agency in user-generated content'. *Media Culture Society*. Vol. 31. No. 1: 41—58.

Couldry N (2004) Theorising media as practice, *Social Semiotics*, 14: 115–132.

Cammaerts, B. 2007. 'Media and communication strategies of glocalised activists: beyond media-centric thinking', pp. 265—288 in B. and N. Carpentier (eds), 2007. *Reclaiming the Media: Communication Rights and Democratic Media Roles*. Intellect: Bristol.

Teurlings, J. 2010. 'Media literacy and the challenges of contemporary media culture: On savvy viewers and critical apathy'. *European Journal of Cultural Studies*. 13: 359—373. !