GRADUATE SEMINAR IN MEDIA COMMUNICATION
CRITICAL MEDIA STUDIES
JMC:6333:0001
FALL 2019
Wednesdays, 12:30-3:00PM
E254 Adler Journalism Building
Prof. David Dowling
Office: E334 Adler Journalism Building
david-dowling@uiowa.edu
Office hours: T/Th. 12:00-1:30PM drop in, and by appointment
SJMC DEO: Prof. David Ryfe, david-ryfe@uiowa.edu, E305B A JB

Course Description and Objectives

This course examines the content, style, and meanings of media texts, particularly the artistic and business practices of producers and industries that create them. Critical media scholarship views media culture not only as a series of media texts (such as websites and television programs), but as a dynamic network of media production and consumption. Attention is paid to audience interaction with media in their everyday lives. A broad range of case studies consider what constitutes media culture, the crucial role media play in diffusing culture and shaping politics, and their transformation through the rise of the Internet and social media. Topics include the impact of interactive media and emerging technology on the production aesthetics of film, television, radio, games, traditional and digital journalism, and the Internet.

Required Texts Available and University Bookstore:


Both are also on reserve at the SJMC Resource Center. Additional required readings are available on Canvas.

Course Requirements

Participation (15%): Weekly meetings will take place as seminar style discussions rather than formal lectures. Each week, students’ primary responsibility will be to arrive prepared to contribute thoughtfully and productively to our conversations about the assigned readings. All members of the class are expected to bring print copies of all readings (including texts and articles) as well as discussion questions posted for each session.

Discussion Questions (10%): For at least 10 weeks of the scheduled readings, please post 2-3 discussion questions on Canvas by 2:30PM the day before the class meeting for which those readings are assigned. Questions should reference a specific passage (no longer than a paragraph) in the reading (copied and pasted in with source and page number), which can serve as a productive and provocative avenue into discussion. Students are responsible for leading discussion based on these questions at each session.
Bibliography Presentation (30%): Students will deliver two 15-minute presentations based on findings of an annotated bibliography they prepare in advance. The presentations will take place on the two days when the student is not posting discussion questions. The annotated bibliography should list 10-12 sources, roughly **half of which must be related to the week’s reading and the other half to student’s final research project, or overlapping the two categories**. Each of the sources’ 250-500 word annotations should indicate 1) its theory, method, and findings and 2) its relevance to the weeks’ readings and/or the student’s final research project. The student presenting that day will then lead discussion for the remainder of the session working with independently prepared questions on the assigned readings. Questions may include those posted on Canvas the day before.

Final Research Project (45%): Students will conduct independent research on any topic related to the course for a 20-page research paper targeted to a specific academic journal. Although some journals such as *Journalism Studies* are currently format free, the following is encouraged: introduction, literature review, research questions, methodology, findings, and discussion/conclusion. The paper’s citation style should comply with the specifications of the targeted journal. All work should be original and may not overlap with those in other courses. Presentations on the project are required and part of the grade; they will be delivered on the last meeting of the semester.

Grading Scale

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<th>Grade</th>
<th>Percentage Range</th>
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<tr>
<td>A+</td>
<td>97% and above</td>
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<tr>
<td>A</td>
<td>93–96</td>
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<td>59 and below</td>
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**COURSE SCHEDULE**

Week 1 (8/28) – Introduction


I. PRIMARY METHODS

Week 2 (9/4)—Discourse and Ideology in the New Media Ecosystem

- K&K: Ch. 1, Ideology, Ch. 2, Discourse
- Flew, T. (2014). *New Media*: Ch. 2, Twenty Key Concepts in New Media

- **Supplementary reading:**
Week 3 (9/11)—Narrative

- K&K: Ch. 3, Narrative

**Supplementary reading:**

Week 4 (9/18)—The Future of Journalism

- K&K, Ch. 4, Nonfiction Media
- Flew, Ch. 7, Online News and the Future of Journalism


Week 5 (9/25)—Representation

- K&K, Ch. 8, Representation; Ch. 9, Authorship and Auteurism

**Supplementary reading:**

Week 6 (10/2)—The Business of Media

- K&K, Ch. 22, Production
- Flew, Ch. 8, Creative Industries

II. SYNTHETIC APPROACHES

Week 7 (10/9)—Paratexts and Transmedia Storytelling

- K&K, Ch. 16, Genre; Ch. 17, Intertexts and Paratexts


Week 8 (10/16)—Audiences

- K&K, Ch. 15, Audiences
- Flew, Ch. 5, Participatory Media Cultures


Week 9 (10/23)—Global Media

- K&K, Ch. 20, National/Transnational/Global
- Flew, Ch. 9, Global Knowledge Economy


III. EMERGENT MEDIA

Week 10 (10/30)—Music and Gaming

- K&K: Ch. 23, Popular Music; Ch. 25, Games and Gaming
- Flew, Ch. 6, Games: Technology, Industry, Culture

**Week 11 (11/6)—Online Activism**

• K&K, Ch. 10, Political Economy
• Flew, Ch. 12, Online Activism and Networked Politics

• **Supplementary reading:**

**Week 12 (11/13)—The Gamification of Journalism**


• **Supplementary reading**: Bogost, I. et al. (2010). *Newsgames: Journalism at Play*. Boston: MIT Press.

**Week 13 (11/20)—Immersive Media**

• Bailenson, J. (2018). Ch. 3 & 8 of *Experience on Demand: What Virtual Reality Is, How it Works, and What it Can Do*.


**THANKSGIVING BREAK (11/27)**
Week 14 (12/4) – Research Project Work

Individual meetings to discuss research project

Week 15 (12/11) – Presentations

Research Paper Presentations

Finals Week

Research project due during assigned final exam period (day/time TBA)

College of Liberal Arts and Sciences Policies

Absences and Attendance
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences).

Academic Integrity
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.

Administrative Home of the Course
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.

Communication and the Required Use of UI Email
Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Complaints
Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences. For more information, see https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

Final Examination Policies
The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until
knowing this information. No exams of any kind are allowed the week before finals. Visit https://registrar.uiowa.edu/final-examination-scheduling-policies.

Nondiscrimination in the Classroom
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (diversity.uiowa.edu).

Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.
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