New York University Bulletin

NYU Steinhardt
Steinhardt School of Culture, Education, and Human Development

Applied Psychology

Art

Education

Health

Media

Music
The NYU Department of Media, Culture, and Communication (MCC) is at the forefront of innovative scholarship and teaching in the study of global media and culture, digital media and new technologies, media history, visual culture, sound studies, media institutions and industries, and political communication.

MCC’s international faculty include many world-renowned scholars of media and culture. In our rapidly changing world of digital media, mobile screens, global cultural flows, and economic volatility, we see the study of media, culture, and communication as crucial to understanding and navigating an increasingly globally connected world. Faculty research and teaching aim both to inform students and to provide them with a set of analytical and theoretical skills that can help them fully engage with the critical issues of our times.

New York City is our lab, but our horizons extend globally. Coursework is designed so that students can immerse themselves in the vibrant life of the city. Internships help M.A. students gain a foothold in media and communications professions. For both M.A. and Ph.D. students, we offer a range of study abroad and research opportunities at sites around the world.
Faculty


**Lily Chumley**, Assistant Professor. B.A. 2002, Reed College; Ph.D. 2011, Chicago.


**Helen Nissenbaum**, Professor; Senior Faculty Fellow of the Information Law Institute. B.A. 1975, Witwatersrand (South Africa); M.A. 1978, Ph.D. 1983, Stanford.


**JoEllen FisherKeller**, Associate Professor. B.A. 1985, California (San Diego); M.A. 1987, Ph.D. 1995, California (Berkeley).

**Avind Rajagopal**, Professor. B.E. 1981, Madras (India); M.A. 1984, Kentucky; Ph.D. 1992, California (Berkeley).


**Marita Sturken**, Professor and Chair. B.A. 1979, Visual Studies Workshop; Ph.D. 1992, California (Santa Cruz).

**Radha S. Hegde**, Associate Professor. B.A. 1973, Madras (India); M.A 1975, Delhi (India); M.A. 1977, Ph.D. 1991, Ohio State.


Master of Arts Program in Media, Culture, and Communication

The NYU Steinhardt Master of Arts in Media, Culture, and Communication offers a rigorous engagement with contemporary theory and key debates in communication, media studies, and related fields of study.

Master’s students specialize in at least one of five areas of study: Global and Transcultural Communication, Technology and Society, Visual Culture and Cultural Studies, Persuasion and Politics, Interaction and Social Processes. The curriculum is flexible, allowing electives by advisement within NYU Steinhardt and across the University. Master’s students participate in academic conferences, study abroad, and practical fieldwork such as internships. The department has a robust list of internship partners and an internship manager dedicated to building relationships with professional organizations in New York City and beyond. We offer study abroad programs in Europe, Asia, and Latin America, with courses that examine global media and culture in comparative contexts.

Ph.D. Program in Media, Culture, and Communication

The doctoral program faculty are committed to interdisciplinary, theoretically sophisticated, multi-methodological, historical, and international comparative approaches to the study of media and culture. The program offers five overlapping and interrelated research areas that operate as guiding frameworks for intellectual inquiry and collaborative work across the department. Students are encouraged to take advantage of course offerings across all five areas: Global and Transcultural Studies, Technology and Society, Visual Culture and Sound Studies, Media Institutions and Politics, and Critical Theories of Media and Communication.

DEGREE REQUIREMENTS

Master’s Degree Program

The M.A. degree program requires a minimum of 36 units. Program Requirements (8 units): Seminar in Media, Culture, and Communication MCC-GE.2001 and one research course. Program Electives (16–20 units, with a minimum of 12 units in a specialization area). Electives (8–12 units): courses outside the department or internship credit. Culminating Experience (0–4 units): M.A. thesis, comprehensive exam, or professional writing course. Students must take a minimum of 18 units at the 2000 level in residence.

Doctoral Program

Two years of full-time course work beyond a master’s degree or the equivalent is required. Students move quickly toward pursuing their dissertation research in the third year of study, accompanied by teaching and research opportunities that will help prepare them for academic positions in the fields of media studies, cultural studies, communication, and related disciplines.

CAREER OPPORTUNITIES

Trained to think analytically, our M.A. alumni are positioned to adapt and to meet the challenges brought by changing technologies and systems of communication. They work in public policy, research, higher education, nonprofits, museums, branding, marketing, public relations, social media, and other fields throughout traditional and new media professions. Many of our students go on to doctoral study, law school, or business school after graduation. Graduates include Dennis Smith, best-selling author and founder of Firehouse Communications; Alan Wurtzel, president of research and media development, NBC Television; Beverly Hyman, president of Beverly Hyman Associates, an international communication consultant service; Eugene Marlow, professor of English and journalism, Baruch College; Seth Fradkoff, director of national publicity, Sony Pictures Worldwide; Emanuela Pignataro, country manager, CondéNast UK; Cheryl Family, senior vice president and brand strategist, MTV Networks. Ph.D. graduates have gone to full-time academic positions at Carleton (Canada), CUNY, Drexel, Fordham, Hamilton, Michigan Technological University, NYU, The New School, Princeton, University of Wisconsin-Milwaukee, and Wheaton. Recent Ph.D’s have also taken post-doctoral fellowships at Harvard’s Berkman Center for Internet and Society, Rutgers’ Center for Cultural Analysis, and Microsoft Research New England.

ADMISSION REQUIREMENTS

Prospective M.A. students must submit two letters of recommendation and scores from the Graduate Record Examination (GRE) in addition to meeting the Steinhardt School general admissions requirements for master’s-level study.

Requirements for the doctoral program include submission of a curriculum vitae; a statement of purpose essay; a master’s thesis or other writing sample offering evidence of extended background research in the applicant’s field of research intent; official GRE score report, and three letters of recommendation.

For both M.A. and Ph.D. applications, international students whose native language is not English or who did not receive a bachelor’s degree at an English-speaking college or university must also submit TOEFL exam scores. See general admission section, page 156.

FINANCIAL AID OPPORTUNITIES

The Department of Media, Culture, and Communication offers all admitted doctoral students a complete funding and mentoring program. The Steinhardt Fellows program is designed to help Ph.D. students undertake full-time study and research, to participate in superior academic and scholarly experiences, and to complete their studies in a timely manner.
Our package includes funding sufficient to cover tuition and fees, health insurance, and an annual stipend for a five-year period. Students are expected to maintain satisfactory progress toward their degree completion and to achieve a set of benchmarks in their trajectory through the program in order to receive funding. See general financial aid section, page 167.

RESEARCH FUNDING
Graduate students may apply for department funding to participate in academic conferences. Applications are available on the department website. Below are select opportunities for funding.

The LeBoff Fellowship
The Phyllis and Gerald LeBoff Doctoral Fellowship is designed to train the next generation of communications professorate and funds one new student each year. The faculty designate one student to be the LeBoff Fellow at the time of admission. All full-time Ph.D. applicants to the Media, Culture, and Communication Program (MCCD) who submit a completed application for admission by the December 15 deadline are automatically considered for this funding. No scholarship application is required.

MCC Doctoral Travel Fund
The department’s Doctoral Travel Fund supports conference travel. Funds will be distributed at the discretion of the director of graduate studies and the department chair in consultation with the department’s doctoral committee. Students must demonstrate that they are participating in the conference beyond attendance (panel participation, paper presentation, etc.).

Mitchell Leaska Scholarship for Graduate Students
This award honors the legacy of Mitchell Leaska, a distinguished professor at NYU Steinhardt for nearly 40 years. Media, Culture, and Communication master’s students are eligible to apply for funds to support the preparation and presentation of original scholarly work at conferences. Preference will be given to work that advances knowledge in the areas of interpersonal and human communication.
Note: Students can only receive this award one time during their academic tenure at NYU Steinhardt.

Additionally, there are a variety of councils and working groups around the University that hold funding competitions. The Council for Media and Culture reviews applications for their Summer Research and Student Forum grants in the spring semester. Applications are available at www.nyu.edu/media.culture.

SPECIAL OPPORTUNITIES
Students attend special events throughout the year and are invited to present their original research at the department’s annual Neil Postman Graduate Conference. Internships in a wide array of media and communication positions are available to master’s students through the department’s online internship database. Students are encouraged to take advantage of the full academic and professional resources of the University and metropolitan area.

We offer graduate summer and January intersession study abroad programs to explore globalization, global visual culture, and media and culture in other countries. Locations have included London, Paris, Amsterdam, Berlin, Dublin, Prague, Buenos Aires, Shanghai, Hong Kong, and Beijing. These courses typically examine the social, economic, political, and cultural implications of global media and culture in relation to the site of study. Courses integrate lectures, seminars, and site visits and deploy a comparative approach. Courses vary year to year. Recent topics have included Transnational Communities and Media Cultures (London), Globalization, Memory, and Visual Culture (Paris), Media and Religion (Paris), and Media and Globalization (Hong Kong and Beijing).
### Courses

The courses listed herein are to be offered in 2011–2013.

#### MEDIA, CULTURE, AND COMMUNICATION/MCC-GE

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Code</th>
<th>Hours</th>
<th>Units</th>
<th>Year</th>
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<tr>
<td>Seminar in Media, Culture, and Communication</td>
<td>MCC-GE.2001</td>
<td>40</td>
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<td>Censorship in American Culture</td>
<td>MCC-GE.2010</td>
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<td>Race and Media</td>
<td>MCC-GE.2025</td>
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<td>Architecture as Media</td>
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<td>Seminar in Media Criticism I and II</td>
<td>MCC-GE.2100, 2101</td>
<td>40</td>
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<td>Advanced Issues in Nonverbal Communication</td>
<td>MCC-GE.2105</td>
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<td>The Politics of the Gaze: Sensory Formations of Modernity</td>
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<td>Media Policy and Regulation</td>
<td>MCC-GE.2120</td>
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<td>Evolution of Technology</td>
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<td>New Media Research Studio</td>
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<td>Topics in Digital Media</td>
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<td>Game Studies</td>
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<td>Visions and Revisions of Cyberspace</td>
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<td>Media Archaeology</td>
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<td>Media, Memory, and History</td>
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<td>War and Media Theory</td>
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<td>Politics of Digital Media</td>
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<td>Issues in Organizational Communication</td>
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<td>The Cultural Analysis of Design</td>
<td>MCC-GE.2143</td>
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<td>Methods in Interpreting Popular Culture</td>
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<td>The Sitcom</td>
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<td>The Television Business</td>
<td>MCC-GE.2148</td>
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<td>Cultural History of Television</td>
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<td>Origins of Modern Media: 1880–1950</td>
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<td>Media Activism</td>
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<td>The Communications Revolution and Culture in America</td>
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<td>Transnational Communities and Media Culture</td>
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<td>The Global City and Media Ethnography: Practice-Led Media Research</td>
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<td>Transnational Media Flows</td>
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<td>Globalization, Memory, and Visual Culture</td>
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<td>Communication and Persuasion: Film Classics of Propaganda</td>
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<td>Research: Communication Professionals</td>
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<td>Professional Writing and Research Applications</td>
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<td>Political Communication</td>
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<td>Communication Processes: Gender, Race, and Cultural Identity</td>
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<td>Comparative Media Systems</td>
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<td>Global Media and International Law</td>
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<td>Dis/ability Studies: Art, Media, Philosophy</td>
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<td>Globalization and Gender</td>
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<td>Decolonization and Its Aftermath</td>
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<td>History of Consumer Culture</td>
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<td>Communication and the Culture Industries</td>
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<td>World Communication: Principles, Politics, and Law</td>
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<td>Contemporary Theory and Research in Globalization</td>
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<td>Language and Culture</td>
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<td>Internship: Communication Studies</td>
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<td>Communication Environments: Macroanalysis</td>
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<td>Communication and Persuasion: Sociological Propaganda</td>
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### Communication and Political Propaganda
- **MCC-GE.2270** 40 hours: 4 units.
- MCC-GE.2400 40 hours: 4 units.
- Visuality and Modernity
- MCC-GE.2401 40 hours: 4 units.
- Theories of Visual Consumption and Consumerism
- MCC-GE.3110 40 hours: 4 units.
- Special Topics in Global and Transcultural Communication
- MCC-GE.3130 40 hours: 4 units.
- Special Topics in Technology Studies
- MCC-GE.3150 40 hours: 4 units.
- Heidegger and Deleuze
- MCC-GE.3151 40 hours: 4 units.
- AudioVision: Sound and Listening in Film and Other Media
- MCC-GE.3152 40 hours: 4 units.
- The Politics of Code
- MCC-GE.3153 40 hours: 4 units.
- Dissertation Proposal Seminar
- MCC-GE.3201 40 hours: 1 unit.
- Doctoral Research Colloquium
- MCC-GE.3400 10 hours: 1 unit.

### Middle East Media and Cultural Politics
- **MCC-GE.2275** 40 hours: 4 units.
- Political History of Visual Display and Representation
- MCC-GE.2402 40 hours: 4 units.
- Visuality and Globalization
- MCC-GE.2403 40 hours: 4 units.
- Modernity and Climate Change
- MCC-GE.2404 40 hours: 4 units.
- Communism and The Cold War
- MCC-GE.2405 40 hours: 4 units.
- Visual Culture Methods
- MCC-GE.2420 40 hours: 4 units.
- Research in Visual Culture
- MCC-GE.2422 40 hours: 4 units.
- Video Game Theory
- MCC-GE.2450 40 hours: 4 units.
- Thesis in Media, Culture, and Communication
- MCC-GE.2900 Variable credit: 0–4 units.

### Internet2: Explorations in Performance and Communication
- **MCC-GE.2280** 40 hours: 4 units.
- Integrating Media Education in School and Community Work
- MCC-GE.2285 40 hours: 4 units.
- Young People and Media Cultures
- MCC-GE.2286 40 hours: 4 units.
- Global Youth Media
- MCC-GE.2287 40 hours: 4 units.
- Interpersonal Communication
- MCC-GE.2290 40 hours: 4 units.
- Values Embodied in Information and Communication
- MCC-GE.2295 40 hours: 4 units.
- Doctoral Courses
- Independent Study
- MCC-GE.2300 Variable credit.
- Special Topics in Critical Theory
- MCC-GE.3010 40 hours: 4 units.
- Suspicion and Interpretation
- MCC-GE.3011 40 hours: 4 units.
- Fetishism
- MCC-GE.3012 40 hours: 4 units.
- Special Topics in Media History
- MCC-GE.3030 40 hours: 4 units.
- Social Life of Paper
- MCC-GE.2344 40 hours: 4 units.
- Documents, Documentary, Data, Database
- MCC-GE.3031 40 hours: 4 units.
- Global Food Cultures
- MCC-GE.2351 40 hours: 4 units.
- Topics in Globalization
- MCC-GE.2380 40 hours: 4 units.
- Doctoral Seminar in Culture and Communication I, II
- MCC-GE.3100, 3200 40 hours: 4 units each term.
- Global Consumer Culture
- MCC-GE.2381 40 hours: 4 units.
- Doctoral Seminar in Communication Research
- MCC-GE.3101 40 hours: 4 units each term.
- International Development
- MCC-GE.2382 40 hours: 4 units.
- Special Topics in Cultural and Visual Studies
- Topics in Visual Culture and Cultural Studies