

New York University Bulletin



GRADUATE 2011-2013

NYUSteinhardt

Steinhardt School of Culture, Education, and Human Development

Applied Psychology

Art

Education

Health

Media

Music

Media, Culture, and Communication

DEGREES

M.A., Ph.D.

CONTENTS

Faculty.....	58
Media, Culture, and Communication	59
Courses	61

Notice: The programs, requirements, and schedules listed herein are subject to change without notice. A directory of classes is published each term with a current schedule. For the most up-to-date schedule changes, please consult ALBERT, NYU's student information website.

CHAIR: MARITA STURKEN

EAST BUILDING, 7TH FLOOR | 239 GREENE STREET | NEW YORK, NY 10003-6674
TELEPHONE: 212-998-5191 | FAX: 212-995-4046 | WEBSITE: steinhardt.nyu.edu/mcc

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

Arjun Appadurai, Goddard Professor.
B.A. 1970, Brandeis; Ph.D. 1976, Chicago.

Rodney Benson, Associate Professor
and Director of Graduate Studies. B.A.
1983, Iowa State; M.I.A. 1994, Columbia;
M.A. 1994, Ph.D. 2000, California
(Berkeley).

Deborah Borisoff, Professor. B.A. 1970,
M.A. 1975, Ph.D. 1981, New York.

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

Gabriella Coleman, Assistant Professor.
B.A. 1996, Columbia; Ph.D. 2005,
Chicago.

Allen Feldman, Associate Professor. B.A.
1974, M.A. 1984, Ph.D. 1988, New School
for Social Research.

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

Alexander R. Galloway, Associate
Professor. B.A. 1996, Brown; Ph.D. 2001,
Duke.

Brett Gary, Associate Professor. B.A.
1982, Montana State; M.A. 1985, Ph.D.
1992, Pennsylvania.

Lisa Gitelman, Associate Professor. M.A.
1985, Ph.D. 1991, Columbia.

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

Ben Kafka, Assistant Professor. B.A.
1998, Brown; Ph.D. 2004, Stanford.

Ted Magder, Associate Professor. B.A.
1982, Toronto; M.A. 1983, Carleton
(Canada); Ph.D. 1988, York (Canada).

Charlton McIlwain, Associate Professor.
B.A. 1994, Oklahoma Baptist; M.H.R.
1996, Ph.D. 2001, Oklahoma.

Mark Crispin Miller, Professor. B.A. 1971,
Northwestern; M.A. 1973, Ph.D. 1978,
Johns Hopkins.

Mara Mills, Assistant Professor. B.A.
1996, M.A. 1999, California (Santa Cruz);
M.A. 2006, Ph.D. 2008, Harvard.

Nicholas Mirzoeff, Professor. B.A. 1983,
Oxford; Ph.D. 1990, Warwick (UK).

Terence P. Moran, Professor. B.S. 1964,
M.A. 1965, Ph.D. 1971, New York.

Susan Murray, Associate Professor. B.A.
1989, Wisconsin (Madison); M.A. 1994,
New School for Social Research; Ph.D.
1999, Texas (Austin).

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

Juan Piñon, Assistant Professor. B.A.
1986, M.A. 1996, Iberoamericana
(Mexico); Ph.D. 2007, Texas (Austin).

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

Erica Reyna Robles, Assistant Professor.
B.S. 2001, Ph.D. 2009, Stanford.

Martin Scherzinger, Associate Professor.
B.Mus. 1992, Ph.D. 2001, Columbia.

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

Helga Tawil-Souri, Assistant Professor.
B.A. 1992, McGill; M.A. 1994, Southern
California; Ph.D. 2005, Colorado
(Boulder).

Aurora Wallace, Clinical Associate.
Professor. B.A. 1992, Carleton (Canada);
M.A. 1994, Ph.D. 2000, McGill.

Media, Culture, and Communication

DIRECTOR OF GRADUATE STUDIES

Rodney Benson, Ph.D.

ASSISTANT DIRECTOR

Mary Taylor, M.A.

East Building,
7th Floor
212-998-5130

DEGREES

M.A., Ph.D.

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.

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.

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.

Forty-eight units of course work are required for students with a master's degree. Fifty-four units are required for those admitted only with a bachelor's degree. Core courses must be taken in sequence: Doctoral Seminar in Media, Culture, and Communication I (4 units, first year) *MCC-GE.3100*; Doctoral Seminar in Media, Culture, and Communication II (4 units, first year) *MCC-GE.3200*; Introduction to Communication Research (4 units, first or second year) *MCC-GE.3101*; Dissertation Proposal Seminar (1 unit, third year) *MCC-GE.3201*. Doctoral Research Colloquium *MCC-GE.3400* is offered each term. Remaining courses scheduled by advisement: specialized elective courses inside department (8-10 units minimum); research and methods electives inside or outside department (14-16 units minimum); theoretical or disciplinary foundational study outside department (12 units).

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.

NOTES TO COURSES

*Registration closed to special students.

*Pass/fail basis.

MEDIA, CULTURE, AND COMMUNICATION/MCC-GE

Seminar in Media, Culture, and Communication

MCC-GE.2001 40 hours: 4 units. Fall.

Censorship in American Culture

MCC-GE.2010 40 hours: 4 units.

Race and Media

MCC-GE.2025 40 hours: 4 units.

Architecture as Media

MCC-GE.2030 40 hours: 4 units.

Seminar in Media Criticism I and II

MCC-GE.2100, 2101 40 hours: 4 units each term.

Advanced Issues in Nonverbal Communication

MCC-GE.2105 40 hours: 4 units.

The Politics of the Gaze: Sensory Formations of Modernity

MCC-GE.2112 40 hours: 4 units.

Media Policy and Regulation

MCC-GE.2120 40 hours: 4 units.

Evolution of Technology

MCC-GE.2125 40 hours: 4 units.

New Media Research Studio

MCC-GE.2129 40 hours: 4 units.

Topics in Digital Media

MCC-GE.2130 40 hours: 4 units.

Game Studies

MCC-GE.2131 40 hours: 4 units.

Visions and Revisions of Cyberspace

MCC-GE.2132 40 hours: 4 units.

Media Archaeology

MCC-GE.2134 40 hours: 4 units.

Media, Memory, and History

MCC-GE.2135 40 hours: 4 units.

War and Media Theory

MCC-GE.2136 40 hours: 4 units.

Politics of Digital Media

MCC-GE.2138 40 hours: 4 units.

Issues in Organizational Communication

MCC-GE.2140 40 hours: 4 units.

The Cultural Analysis of Design

MCC-GE.2143 40 hours: 4 units.

Methods in Interpreting Popular Culture

MCC-GE.2145 40 hours: 4 units.

The Sitcom

MCC-GE.2146 40 hours: 4 units.

The Television Business

MCC-GE.2148 40 hours: 4 units.

Cultural History of Television

MCC-GE.2149 40 hours: 4 units.

Origins of Modern Media: 1880–1950

MCC-GE.2150 40 hours: 4 units.

Media Activism

MCC-GE.2153 40 hours: 4 units.

The Communications Revolution and Culture in America

MCC-GE.2157 40 hours: 4 units.

Transnational Communities and Media Culture

MCC-GE.2165 40 hours: 4 units.

The Global City and Media Ethnography: Practice-Led Media Research

MCC-GE.2166 40 hours: 4 units.

Transnational Media Flows

MCC-GE.2167 40 hours: 4 units.

Globalization, Memory, and Visual Culture

MCC-GE.2169 40 hours: 4 units.

Communication and Persuasion: Film Classics of Propaganda

MCC-GE.2170 40 hours: 4 units.

Research: Communication Professionals

MCC-GE.2173 40 hours: 4 units.

Professional Writing and Research Applications

MCC-GE.2174 Variable Credit: 1–4 units

Political Communication

MCC-GE.2175 40 hours: 4 units.

Communication Processes: Gender, Race, and Cultural Identity

MCC-GE.2182 *Borisoff*. 40 hours: 4 units.

Comparative Media Systems

MCC-GE.2184 40 hours: 4 units.

Critical Issues in Conflict Resolution

MCC-GE.2185 40 hours: 4 units.

The Languages of Communication: From Cave Painting to Print

MCC-GE.2190 40 hours: 4 units.

Print, Media, and Modernity

MCC-GE.2191 40 hours: 4 units.

Media Events and Spectacle

MCC-GE.2200 40 hours: 4 units.

Mediating the Bio-Political Body

MCC-GE.2201 40 hours: 4 units.

Public Sphere Formation

MCC-GE.2202 40 hours: 4 units.

Global Media and International Law

MCC-GE.2204 40 hours: 4 units.

Dis/ability Studies: Art, Media, Philosophy

MCC-GE.2206 40 hours: 4 units.

Globalization and Gender

MCC-GE.2210 40 hours: 4 units.

Decolonization and Its Aftermath

MCC-GE.2211 40 hours: 4 units.

History of Consumer Culture

MCC-GE.2215 40 hours: 4 units.

Communication and the Culture Industries

MCC-GE.2220 40 hours: 4 units.

World Communication: Principles, Politics, and Law

MCC-GE.2225 40 hours: 4 units.

Contemporary Theory and Research in Globalization

MCC-GE.2229 40 hours: 4 units.

Language and Culture

MCC-GE.2232 40 hours: 4 units.

Internship: Communication Studies

MCC-GE.2235 40 hours: 1–4 units.

Communication Environments: Macroanalysis

MCC-GE.2251 40 hours: 4 units.

Communication and Persuasion: Sociological Propaganda

MCC-GE.2265 30 hours: 4 units.

Communication and Political Propaganda

MCC-GE.2270 40 hours: 4 units.

Middle East Media and Cultural Politics

MCC-GE.2275 40 hours: 4 units.

Internet2: Explorations in Performance and Communication

MCC-GE.2280 40 hours: 4 units.

Information, Law, and Policy

MCC-GE.2282 40 hours: 4 units.

Religion and Media

MCC-GE.2284 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.

Independent Study

MCC-GE.2300 Variable credit.

Global Media and international Law

MCC-GE.2304 40 hours: 4 units

Sound Studies

MCC-GE.2310 40 hours: 4 units.

Social Life of Paper

MCC-GE.2344 40 hours: 4 units.

Global Food Cultures

MCC-GE.2351 40 hours: 4 units.

Topics in Globalization

MCC-GE.2380 40 hours: 4 units.

Global Consumer Culture

MCC-GE.2381 40 hours: 4 units.

International Development

MCC-GE.2382 40 hours: 4 units.

Topics in Visual Culture and Cultural Studies

MCC-GE.2400 40 hours: 4 units.

Visuality and Modernity

MCC-GE.2401 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.

Doctoral Courses

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.

Documents, Documentary, Data, Database

MCC-GE.3031 40 hours: 4 units.

Doctoral Seminar in Culture and Communication I, II

MCC-GE.3100, 3200 40 hours: 4 units each term.

Introduction to Communication Research

MCC-GE.3101 40 hours: 4 units each term.

Special Topics in Cultural and Visual Studies

MCC-GE.3110 40 hours: 4 units.

Theories of Visual Consumption and Consumerism

MCC-GE.3111 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.

NYU Steinhardt

Steinhardt School of Culture, Education, and Human Development

82 Washington Square East
New York, NY 10003-6680



NEW YORK UNIVERSITY