Cultural Capital: Media and Arts in New York City,
MCC-UE 1152
New York University
Media, Culture, and Communication

Short Course Description
This course explores the multi-faceted nature of New York City as a cultural and economic hub for media and the arts, arguably the cultural capital of the world. Classroom instruction is supplemented by site visits, guest lectures, and field research to develop an appreciation of the ways that media and the arts have shaped the work and leisure of life in New York City for the past one hundred years. How did New York City become such a focal point for the creative industries? What goes on behind-the-scenes? Topics include: Time Square and live spectacle, the Broadway theatre, Madison Ave and modern advertising, the museumS of New York, Radio and print media, the Harlem Renaissance, alternative media and Bohemian arts.

Student Learning Objectives
· Describe and analyze the emergence and continued strength of the media and the arts as core activities in New York City;
· Achieve basic understanding of the economics of the media and creative arts and their relationship to the urban culture of the city;
· Explore issues related to the working lives of media practitioners and artists;
· Understand current issues relating to challenges and opportunities for media and the arts in New York City;
· Develop skills in archival and field research.

Evaluation (details to follow) % Final Grade
· Participation (attendance, participation, & blog posts at instructors’ request) 25
· Major Research Project (multiple due dates) 35
  - Sector Overview (due: July 18th, 750 words)
  - Sub-case Study #1 (due July 25th, 1,250 words)
  - Sub-case Study #2 (due Aug 1st, 1,250 words)
· Commentary and Assessment of Guest Speakers (multiple due dates) 20
· Major Research Projects (due: August 15) 20
CLASS SCHEDULE (Subject to Change)

Week One: Intro and Arts Production/Exhibition
Tuesday July 9 – Introduction, Framework, Objectives
Read: David Harvey, “The Art of Rent: Globalization and the Commodification of Culture”

Thursday July 11 – Intro to the City and Arts Production*
Lower Manhattan Cultural Council Trip to Governor’s Island Studios
Meet: 9:45 Sharp! at Battery Maritime Building
10 South Street
Read: “Time to be Creative,,”
Sharon Zukin, “Whose Culture? Whose City?”

Friday July 12th - Whitney Tour*
Meet: 2:15 Whitney Museum lobby
945 Madison Ave (at E 75th St.)
Tour of exhibit: “I, You, We”
Read: Neil Harris, “Museums: The Hidden Agenda”

Week Two: Arts and Performance
Tuesday July 16 – Arts
Read: Alliance for the Arts, “Who pays for Arts?”
Richard Florida, “Cities and the Creative Class”
Jamie Peck, “Struggling with the Creative Class,” Industry reports.

Wednesday July 17: Evening Performance: Blue Man Group Show*
Meet: 7:30 pm at Astor Place Theater
434 Lafayette St.

Thursday July 18 – Blue Man Group continued*
Meet: 10:00 am at Astor Place Theater
434 Lafayette St.
Read: Edwin Burrows and Mike Wallace, Gotham: A History of New York City to 1898
Due: Overview
*Please note these sessions meet at a different time and/or place than our normally scheduled class*

**Week Three: Publishing**  
**Tuesday July 23 – Magazines**  
Guest Speaker: Mark Lotto, Senior Editor at *GQ* and former Op-Ed Editor at *New York Times*.  
Read: Aurora Wallace, *Media Capital* (Intro)  
Suggested Reading: Greenberg, *Branding New York*, (Chapter Three)

**Thursday July 25 – Print News Media, the New York Times and Times Square**  
Read: Aurora Wallace, *Media Capital* (Chapter One, and Epilogue)  
Suggested Reading: Samuel Delany, *Times Square Red, Times Square Blue* (pp. 144-199)  
Due: Case Study #1

**Week Four: Urban Branding, Music**  
**Tuesday July 30 – Branding NYC**  
Miriam Greenberg, “Branding, Crisis, and Utopia: Representing New York in the Age of Bloomberg,”  
(selected news articles on the Brooklyn Brand)

**Wednesday July 31 – Music*  
Jalopy Outing in Afternoon into the Evening  
Meet: 3:30pm at Jalopy Theater and School of Music  
315 Columbia Street, Brooklyn  
Discussion and Facilities Tour  
5:30pm Meet at Good Fork  
391 Van Brunt Street  
Discussion and Tasting Menu  
Break - 7:30-9  
9:30pm Return to Jalopy for Roots and Ruckus Show

**Thursday Aug 1 – Film Production in the City**  
Guest Lecture: Jennifer Lenihan, Mayor’s Office of Film, Theatre and Broadcasting  
Read: McClain Clutter, “Imaginary Apparatus: Film Production in NYC”  
Miriam Greenberg, *Branding New York* (Chapter Two)  
Due: Case Study #2
Week Five: Performance and Advertising

Tuesday Aug 6 – No class: Individual Meetings.

Wednesday Aug 7 – Afternoon Tour and Evening Performance*
Meet 3:30 pm at Apollo Theater
   253 West 125th Street
   Theater Tour and Discussion
Meet: 5:30 pm Dinner at Red Rooster
   310 Lenox Ave (at E 126th St.)
Meet: 7:30 pm Return for Amateur Night at the Apollo

Thursday Aug 8 – Advertising
Read: Leonard, “Nightmare on Madison Avenue”
   Turow, “Advertising and Audience Autonomy at the End of Television”
Guest Lecture: TBA

Week Six: Radio and Conclusion

Tuesday Aug 13 – Radio*
WNYC studio tour and discussion with Brian Lehrer show producer Megan Ryan.
Meet: time and place TBA.
Read: TBA

Thursday Aug 15: Wrap up
Due: Full Report with Revisions and Conclusion