E58.2001 Media, Culture, and Communication Core Seminar
Monday 2 – 4:10 pm (section 1)
Helga Tawil Souri
Call number: 40854 (4 points)

E58.2001 Media, Culture, and Communication Core Seminar
Tuesday 7:15 – 9:25 pm (section 2)
Rodney Benson
Call number: 40855 (4 points)

E58.2001 Media, Culture, and Communication Core Seminar
Wednesday 2 – 4:10 pm (section 3)
Helga Tawil Souri
Call number: 40856 (4 points)

Examines theoretical approaches that are central to the study of media, culture and communication. Provides students with a historical and critical framework for understanding the literature and research traditions within the field of media studies with an emphasis on media and communication as institutional actors, technological artifacts, systems of representation and meaningful cultural objects.

E58.2112 Politics of the Gaze
Monday 4:55 – 7:05 pm
Allen Feldman
Call number: 40859 (4 points)
The mediation and technological development of vision and its dominance over the human sensorium is integral to the emergence of the modern, including experiences of urbanism, consumer desire, gender/sexual identities, race and ethnicity, trans-cultural image systems, aesthetic production, and the making of power and political truth claims. This seminar will focus on introducing participants to the core theories and analytic methods of visual culture, and the socio-political history of the human sensorium in a variety of disciplines, including ethnography, social history, urban studies, cinema studies, social geography, material culture studies, and media studies. Politics of the Gaze Course Reader at New University Copiers 11 Waverly Place between Mercer & Greene. Tel: 212-473-7369.

[MA area of study: Cultural and Visual Studies & MA Research Course]

E58.2130 Topics in Digital Media
Thursday 4:55 – 7:05 pm
Aram Sinnreich
Call number: 42686 (4 points)
The course primarily concentrates on the ways in which “new media” such as the Internet have transformed our culture, business, and society. The class will have a significant amount of reading, and it will be discussed in a seminar environment focused on discussions, rather than lectures.

[MA area of study: Technology and Society]

E58.2165 Transnational Communities and Media Cultures
Monday 4:55 – 7:05 pm
Juan Piñon
Call number: 42688 (4 points)
This course will examine the role of a global city such as New York City in the context of transnational communities, recent patterns of migration and the role of media forms in redefining culture and national belonging. Working with immigrant communities in NYC, we will be mapping the territories in which they are established, with the purpose of recognizing the social-economic-cultural infrastructure available for the production of their everyday lives. Also, the idea of mapping implies the identification of different ethnic media outlets within boundary zones that are either material or symbolic, in which immigrant communities display strategies of production, distribution and consumption of ethnic/immigrant identities regularly in a multilingual context. The course will identify the historical contexts of immigration under which different ethnic media outlets were developed and their role in the everyday life of the social group they aim to serve. We will interrogate the following questions: What role do media play in the (re)imagining of cultural politics, nationalism, and everyday life in the context of global relocations? How do technology and media enable new configurations of cultural...
resistance and identification within (and between) different immigrant groups? What does this mean in terms of negotiating the global and local in various aspects of immigrant lives? The course will have a strong field work component that will require visiting different New York City neighborhoods, and making cultural cartographies of the mapping areas.

[MA area of study: Global and Transcultural Communication]

**E58.2173 Research for Communication Professionals**
Monday 7:15 – 9:25 pm
Robert Maxwell
Call number: 40862 (4 points)

This course is intended to familiarize you with the types and methods of research conducted, assessed, and applied by professionals in the communication industries and to foster critical thinking about contemporary issues in public opinion and consumer research. Students will conduct a research project.


Bob Maxwell has worked in consumer research for twenty-seven years. Bob started his career in 1976 with ABC Entertainment. After two years, he joined HBO where he started and ran the research department until leaving the company in 1998. Bob holds an M.A. and a Ph.D. from the department of communications and culture at New York University and a B.J. from the School of Journalism at the University of Missouri. In addition to leading 12 Americans, Bob is President of Chelsea Media, a New York-based consulting firm; he also serves on the staff at NYU as an adjunct professor teaching several courses in media usage, media effects, and research.

[MA area of study: Interaction and Social Processes]

**E58.2175 Political Communication**
Tuesday: 4:55 – 7:05 pm
Charlton McIlwain
Call number: 42684 (4 points)

The Spring, 2007 course will be a research-oriented course that will utilize the 2008 U.S. Presidential campaign as a foundation for exploring various aspects central to the study of political communication. As such, course content will include both lecture-based, scholarly material as well research-based seminar format discussion. Students will be introduced to prominent methods used to analyze a variety of forms of political campaign discourse and conduct team research projects that aim to understand the communication processes at work during the 2008 presidential election cycle. This will include analyses of the content and persuasive development of candidate speeches, the construction of candidate's political advertisements, the content and tone of coverage by the news media and public opinion about the candidates and their reception of candidate's campaign messages. Special attention will be paid to the role of race and gender within these various campaign dynamics. Students can expect to complete bi-weekly research assignments, and an average reading load of 1-3 book chapters/articles per week. A team summary of research findings will be the culminating assignment for the course.


[MA area of study: Politics and Persuasion & MA Research Course]

**E58.2182 Communication Processes: Gender, Race, and Cultural Identity**
Wednesday 4:55 - 7:05 pm
Deborah Borisoff
Call number: 42687 (4 points)

Students examine the processes and approaches to the study of communication theories, language and aspects of verbal and nonverbal communication with a particular focus on gender, race, and cultural identity. These processes are examined in both personal and professional contexts, across relationships (e.g. friendships, romantic, marital, and work settings) and are connected to current local and global media representations.


[MA areas of study: Interaction and Social Processes, Global and Transcultural Communication]

**E58.2190 The Languages of Communication: From Cave Painting to Print**
Wednesday 4:55 - 7:05 pm
Terence Moran
Call number: 42689 (4 points)
In this course we will be exploring the “roots” of the human family and the cultures we have created through the agency of symbols and media. Generally speaking, our explorations will have three major objectives. One is to attain a greater understanding and appreciation of the role of symbols and media in the evolution and divergence of consciousness, cultures, and social arrangements over the long course of human history. A second is to construct theories that may explain why symbol systems and media change over time, and how they change us in the process. And a third is to abstract from our past experience with media some generalizations and questions that will give us direction in thinking about the consequences of media change in our own cultures of the present and the future.

Steven Pinker *The Language Instinct*
Benjamin Lee Whorf, *Language, Though, and Reality*
Randall White, *Prehistoric Art*
John Pfeiffer “Was Europe’s Fabulous Cave Art the Start of the Information Age?”
Andrew Robinson *The Story of Writing*
Walter J. Ong *Orality and Literacy*
James Burke “Communication In The Middle Ages”
Sigfried Steinberg and John Trevitt *Five Hundred Years of Printing, 4th Revised Edition*

[MA area of study: Cultural and Visual Studies & MA Research Course]

**E85.2195 The Electronic Media: Television**
Tuesday: 2 – 4:10 pm
Susan Murray
Call number: 42790 (4 points)

This course will survey the cultural and industrial history of American television. Students will come to understand how technological innovation, regulatory bodies, advertisers, network heads, creative producers, audiences have interacted with economic, social, and political forces to shape television over time. In addition to their reading and participation in class discussion, students will be expected to screen television programs both in and out of class, write one 15 page historical research paper, and to complete one exam.

[MA areas of study: Cultural and Visual Studies, Technology and Society]

**E85.2211 Decolonisation and its Aftermath**
Tuesday: 4 – 6 pm
Arvind Rajagopal and Robert J.C. Young
Call number: 42790 (4 points)

The advent of 20th C. decolonization challenged the way in which world history had been conceived for four centuries, as centered upon the tiny landmass of Western Europe, rather than say, as plural and polycentric. The former view made it difficult to understand how the majority of the world’s population mattered to history at all. With the onset of decolonization after the end of World War I, the world began to be seen, first through the lens of the nation, and secondly, as an extensive set of interconnections, where seemingly remote events could have major effects across countries. This course will combine a survey of select decolonization movements with analyses of the transformations from anticolonial nationalism through postcolonial developmentalism to the contemporary new world order. The course will consider decolonization in two senses: as the historical achievement of independence in former colonies, and, as a communicational concept illuminating socio-political change. Therefore, in addition to historical and theoretical literature, this course will draw on literature, cinema and other media sources to explore the significance of decolonization in the 20th C and beyond. The aftermath of the Cold War and the failure of non-alignment in the global South have been marked by the rise of religious and market fundamentalism as well as the emergence of a New World Order. It is increasingly obvious that decolonization has not brought all the freedoms it promised. Rather, it has enabled a deeper infusion of metropolitan technologies of governance, that would have been inhibited if erstwhile colonial structures had remained in place. Nevertheless, there are numerous unforeseen outcomes of the partial but increasing deinstitutionalization of regulatory systems. These are conventionally referred to in terms of democratization, consumer choice and the new mobility of goods and persons. At the same time, questions of politics begin to move beyond the purview of the state, and pose problems that are also opportunities for democratization.

This course will address a) the persistent legacies of colonization, as well as b) the political status of decolonization, as an initiative that inaugurates new futures, while remaining agnostic about its material outcomes. We will consider decolonization in the historical context of postcolonial development as well as retrospectively, in terms of the new world order, the clash of fundamentalisms, and rise of political violence that we witness today. The secondary literature is as yet sparse; we will seek to construct it from primary documents, political speeches and tracts, literary and other media texts including films, accounts of the developmental enterprises involved, as well as critiques of developmentalism and of the technocratic forms of governance it required.

[MA areas of study: Cultural and Visual Studies, Global and Transcultural Communication]

**E85.2251 Communication Environments: Macroanalysis**
Thursday 7:15 – 9:25 pm
David Poltrack
Call number: 40869 (4 points)

Inquiries into the technical, legal, and economic structure of such media as newspapers, radio, broadcast television and cable television. Examination of the consequences of these structures for the content and social effects of mass media. The focus will be on the television medium. Readings include: Jankowski, Gene F. and David F. Fuchs. Television Today and Tomorrow: It Won’t Be What You Think, Oxford University Press, 1995.

David F. Poltrack is Chief Research Officer, CBS Corporation and President of CBS VISION. Poltrack oversees all research operations at CBS encompassing audience measurement, market research, program testing, advertising research, and monitoring of the national and international video
marketplace. He designed and oversees TELEVISION CITY at the MGM GRAND, Las Vegas, CBS’ state of the art Research Center. CBS VISION is a new research unit designed to explore and offer insight on emerging technologies, media consumption patterns, and advertising value in the media marketplace. Poltrack is past chairman of the Media Rating Council; trustee of the executive committee, Marketing Science Institute; past president, Market Research Council; past chairman, Advertising Research Foundation. As Adjunct Professor, New York University, he teaches in NYU’s business and communication schools; and is a visiting professor at Cheung Dong Graduate School of Business, Beijing, China. He is author of Television Marketing: Network, Local, and Cable (McGraw-Hill) and has many articles published in professional journals. He is a graduate of the University of Notre Dame (B.A., magna cum laude, History), and NYU (M.B.A., Marketing).

[MA area of study: Technology and Society]

E58.2270 Communication and Political Propaganda
Thursday 7:15 - 9:25 pm
Salvatore Fallica
Call number: 40870 (4 points)

In this course, students examine some of the major historical moments in political propaganda as well as current propaganda campaigns. We start with a brief analysis of the Nazi Party propaganda system and then examine the political propaganda tools and techniques that contemporary political parties, government officials and candidates use in their quest to manufacture political consent. Students should leave this class with an intellectual overview of the field of political propaganda as well as the various analytical methods that will help them recognize, describe and explain the propaganda techniques of contemporary political actors.


[MA area of study: Politics and Persuasion]

E58.2285 Integrating Media Education in School, Community and Work
Tuesday 4:55 – 7:05 pm
Allison Butler
Call number: 42480 (4pts)

The objective of this course is to study and practice media education; this course is a combination of theoretical analysis and practical application and as such asks for your time both in and beyond the classroom on a regular, intensive basis. Media educators argue that young people should be able to access, analyze, understand and produce various forms of communication. This course provides an overview of the approaches and strategies educators can use to incorporate media education in their practices as well as includes the students directly in the media education process. We will address the following questions: what is media education and why is it an important area of learning for young people today? What is media literacy? How can media education help students and teachers deal with issues of diversity and representation? What is the role of production in understanding how media work? This course is designed so that students consider these questions through a multi-faceted approach: this course is taught in collaboration with an alternative school that integrates media studies across the curriculum.


[MA Area of Study: Interaction and Social Processes]

E58.2290 Interpersonal Communication
Wednesday 7:15 – 9:25 pm
Susan Fox
Call number: 40872 (4 points)

The course objectives are: 1. Understand the ways in which communication permeates our interpersonal relationships in terms of initiating, maintaining, and terminating relationships. 2. Encourage the application of these ideas to current and future interpersonal settings. 3. Understand the ways research is conducted in the field of interpersonal communication and the strengths, weaknesses, and limitations of this research. 4. Be able to critically analyze and argue for and against approaches to interpersonal communication theories.

[MA area of study: Interaction and Social Processes]

E58.2003 History of Communication Research
Wednesday 4:55 – 7:05 pm
Ron Robin
Call number: 42890 (4 points)

This course is a graduate-level seminar designed for M.A. and starting Ph.D. students in the Department of Media, Culture, and Communication. It examines the dominant strand of communication research developed around the middle of the twentieth century. In particular, it interrogates the philosophical foundation of early communication studies and how it was intertwined with the Cold War and changes in higher education institutions of America to produce the issues, questions, methodologies, and findings of communication research during the period. The early communication
research is too frequently referenced but too quickly dismissed as bygone artifacts. In our opinion, it not only addresses important issues that are relevant to communication research today, but also provides the crucial backdrop against which critical media theories developed and flourished since the 1970s.

In this course, you will scrutinize and critically evaluate some of the authoritative texts by leading figures in this field between the 1930s and the 1960s. By the end of the course, you should develop a solid understanding of a foundational moment in the history of communication research.

[MA area of study: Cultural and Visual Studies & MA Research Course]

**E58.2900 Thesis in Media, Culture, and Communication**
Tuesday 7:15 – 9:25 pm
Charlton McIlwain
Registration by permission (4 points)

A thesis-oriented course that serves as a professional development and thesis writing seminar. Students apply research methodologies, engage in peer-reviewing and oral presentations, and develop their thesis. The thesis project synthesizes general knowledge in the field of media, culture and communication as well as demonstrates a high level of competency in the candidate’s chosen area of study.

**E57.3100 Doctoral Core Seminar I**
Monday 1 – 3:10 pm
Rodney Benson
Call number: 40850 (4 points)

**E57.3201 Dissertation Proposal Seminar**
Tuesday 3:30 – 5:30 pm
Brett Gary
Call number: 40852 (1 point)

**E57.3400 Doctoral Research Colloquium**
Call number: 40853 (1 point)