E58.2120 Media Policy and Regulation  
Victor Pickard  
Monday 4:55 - 7:05 pm  
Call number: 43288 (4 credits)  

This course provides a general introduction to key media policy debates. It is intended for students with an interest in how our media system is governed, ranging from the Internet and telecommunications to mainstream news and entertainment media. The goal of this course is to introduce students to the ways in which media policy gets hashed out in and outside Washington D.C., and to understand how these policies structure the kinds of media in which we are immersed. We will survey the history of media policy; explore the politics underlying basic problems and questions in designing media policy; discuss how media policy relates to democratic theory and ethical concerns; and consider what an ideal media system would look like. The first third of the course will focus on U.S. media policy history, the second third on current media policy debates, and the final third on future trajectories for our media system.

[MA Area of Study: Persuasion and Politics]

E58.2130 Topics in Digital Media  
Mushon Zer-Aviv  
Tuesday 4:55 - 7:05 pm  
Call number: 43243 (4 credits)  

This course is devoted to the research of new communication channels that evolved with the rise of information technology and digital connectivity. These new tools develop new practices, ethics and power relations and require us to approach them from a different angle. Since the pace of these new media adoption is constantly increasing we will try to develop a more experimental research practice, in which we will act as participating agents within the explored new media environments. In that sense students should expect to be 'embedded' and 'report from' deep within social networking sites, multi-player online immersive environments, the blogosphere, the open source movement, radical online activist groups, internet based art, cellphone networks, and more. The practice would resemble field journalism and will encounter the similar anthropological conflicts of the researcher's role in its subject of research. Projects will be executed both in groups and individually and will be using an assortment of collaborative web tools to conduct and document the research online. In addition to the individualresearches each week will feature a theme and will be discussed through assigned reading, listening and viewing materials.

Mushon Zer-Aviv is a designer, an educator and a media activist from Tel-Aviv, based in NY. His work explores media in public space and the public space in media. In his creative research he focuses on the perception of territory and borders and the way they are shaped through politics, culture, networks and the World Wide Web. He is the co-founder of ShiftSpace.org - an open source layer above any website; Shual.com - a foxy design studio; YouAreNotHere.org - a dislocative tourism agency; Kriegspiel - a computer game based on Guy Debord's Game of War; and the Tel Aviv node of the Upgrade international network. Mushon is an honorary resident at Eyebeam - an art and technology center in New York. He teaches new media research at NYU and open source design at Parsons the New School of Design.

See the Fall 2009 class blog at http://cultureandcommunication.org/f09/tdm/ for more details about the course.

[MA Area of Study: Technology and Society]
E58.2134 Media Archaeology
Alexander Galloway
Monday 2:00 – 4:10 pm
Call number: 43127 (4 credits)

Over the last decade or so, scholars in several disciplines have embarked on a series of media-archaeological excavations, sifting through the layers of early and obsolete practices and technologies of communication. The archaeological metaphor evokes both the desire to recover material traces of the past and the imperative to situate those traces in their social, cultural, and political contexts — while always watching our steps. This seminar will examine some of the most important contributions to the field of media archaeology and, most importantly, provide an ongoing research studio in which participants undertake archaeological projects of their own.

[MA Area of Study: Technology and Society; MA Research Course]

E58.2138 Politics of Digital Media
Gabriella Coleman
Monday 4:55 - 7:05 pm
Call number: 40790 (4 credits)

This seminar examines various political themes and issues such as the politics of network architecture, the politics of piracy and hacking and the politics of grassroots activism. Students will interrogate a range of higher order political theories about democracy, liberalism and neoliberalism as they concern the intersection of technology and politics. Specific topics may include: Internet filtering, net neutrality, domain name registration, filtering, tactical media, citizen journalism, and open source software.

[MA Area of Study: Technology and Society, Persuasion and Politics]

E58.2149 A Cultural History of Television
Susan Murray
Tuesday 2:00 - 4:10 pm
Call number: 43289 (4 credits)

A survey of the cultural and industrial history of American television; focus on how technological innovation, regulatory bodies, advertisers, network heads, creative producers, audiences have interacted with economic, social, and political forces to shape television over time. Examines the methodological practices and concerns involved in the writing of media histories and specifically the history of broadcasting.

[MA Area of Study: Visual Culture and Cultural Studies]

E58.2173 Research for Communication Professionals
Robert Maxwell
Monday 7:15 – 9:25 pm
Call number: 40791 (4 credits)

Media research is undergoing a revolution. Traditionally, media usage has been measured primarily by sampling usage behavior and attitudes. Digital media, being able to measure actual behavior, has changed this paradigm and has created the need to measure new and multiple platforms, and to integrate measurement. It’s also created changes in the economics of media content. Finally, it’s provided new channels of opinion formation and expression. The class is designed to provide an understanding of: media measurement and the issues surrounding it, how to solve a media research question, and how opinions are formed. Knowledge of statistics is not necessary.
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 Research Course]

**E58.2175 Political Communication**  
Charlton McIlwain  
Tuesday 7:15 - 9:25 pm  
Call number: 43128 (4 credits)

This course focuses on the essentially communicative aspects of American governing processes, surveying research that analyzes the way in which political candidates at various levels of government are chosen, how they shape their personal image, the process of constructing persuasive message appeals, and their interaction with voters. It will also focus on how elected officials set political and legislative agendas, use public relations strategies to shape public policy, and otherwise engage in the process of political deliberation. The media in which these processes take place will be an additional focus, including the influence of news outlets, political campaign advertising, and the work of political advocacy groups of various kinds. Common methods utilized in political communication research will also be highlighted, including experimental and survey research, and various forms of textual analysis.

[MA Area of Study: Persuasion and Politics; MA Research Course]

**E58.2182 Communication Processes: Gender, Race and Cultural Identity**  
Deborah Borisoff  
Wednesday 4:55 - 7:05 pm  
Call number: 43125 (4 credits)

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 Area of Study: Interaction and Social Processes, Global and Transcultural Communication]

**E58.2184 Comparative Media Systems**  
Rodney Benson  
Tuesday 4:55 - 7:05 pm  
Call number: 43129 (4 credits)  
*Cross-listed with G93.2072.001 (Sociology)*

How does journalism differ around the world? And to the extent that it does, why? Beyond the personal idiosyncrasies of individual journalists and media owners, which factors play the greatest role in shaping “national news cultures”: professional values and traditions, level and type of commercialism, government regulations, bureaucratic pressures or

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organizational dynamics, and/or audiences? Too much of our media criticism proceeds from hunches and assumptions, rather than real evidence, for the simple reason that it limits itself to a single national context (and often a single time period). Adequately sorting out the factors that shape our media environment can best be accomplished via comparative research. This course offers a conceptual roadmap to such a project as well as a close empirical look at the news media in a variety of national contexts. After a general consideration of the factors that structure news media systems and the roles that media play in democratic societies, the course incorporates (1) a survey of comparative methodologies: surveys, ethnographies, news content analyses, etc., and (2) national and comparative case studies, representing the major types of Western European journalistic “models” as well as some important non-European variants.

[MA Area of Study: Global and Transcultural Communication, Persuasion and Politics; MA Research Course]

E58.2200 The Mass Mind
Salvatore Fallica
Wednesday 7:15 - 9:25 pm
Call number: 40792 (4 credits)

The focus of this course is the analysis of our contemporary image-based mass culture. The mass mind is a metaphor that describes the various sources that have produced these artifacts of contemporary culture. So, the “what” of the mass mind is located in and around the culture industries that develop, produce and distribute the images, narratives, sounds and events that create the fabric of everyday life. Two major questions dominate the semester: How have we tried to understand this mass culture in the past? And, how do modern scholars try to explain this culture today? In past versions of this course we have studied the sitcom and the various sub-genres of television including advertising. We have studied the Superbowl and other forms of media events, standup comedy, talk show culture, nineteenth and twentieth century minstrelsy, men’s and women’s magazine culture, Shakespeare in popular culture, and, of course, contemporary music – from Bing Crosby to Ludacris.


[MA Area of Study: Visual Culture and Cultural Studies]

E58.2211 Decolonisation and its Aftermath
Arvind Rajagopal
Wednesday 4:55 – 7:05 pm
Call number: 43131 (4 credits)
* Cross listed with G41.2900.003 (English)

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 Area of Study: Visual Culture and Cultural Studies, Global and Transcultural Communication]

E58.2225 World Communication: Principles, Politics and Law
Stefaan Verhulst
Thursday 4:55 - 7:05 pm
Call number: 40796 (4 credits)

The course considers the emergence of, and global responses to, the cross-border flow of information and cultural products. It examines where and how globalization, mediation and global governance intersect. The course begins with a close examination of the rationales for (and against) some form of control or influence of world communication. It then considers in detail the various existing legal and institutional mechanisms designed to influence the way information crosses borders (within or across nation-states). The course focuses, in particular, on the international, regional or bilateral regimes that govern the content and flow of world communication.

Stefaan G. Verhulst is the Chief of Research at the Markle Foundation, a New York-based private philanthropy that focuses on using information and communications technologies to address critical public needs. Mr. Verhulst was also the founder and director of the Programme in Comparative Media Law and Policy (PCMLP) at Oxford University as well as senior research fellow at the Centre for Socio-Legal Studies. In addition, he was the Unesco Chairholder in Communications Law and Policy for the UK and founder and co-director of the International Media and info-comms Policy and Law studies (IMPS) at the School of Law, University of Glasgow. Mr. Verhulst has served as consultant to various international and national organizations including the Council of Europe, European Commission, Unesco, UNDP, USAID and DFID. He is also the founder and editor of the International Journal of Communications Law and Policy and the Communications Law in Transition Newsletter.

[MA Area of Study: Global and Transcultural Communication, Persuasion and Politics]

E58.2286 Young People and Media Cultures
Allison Butler
Monday 11:00 am - 1:10 pm
Call number: 40800 (4 credits)

In this course students explore the debates and issues raised by various media environments as these relate to young people’s growth and experiences. Students investigate how young people actually use, value, and find meaning in multiple media in different social contexts, and discuss the social, cultural, and political implications of these situations. Finally, students propose how to deal with the issues raised by the readings and discussions.

Allison Butler’s research interests include integrating media education into secondary schools, young people’s relationship with media and education, the depiction of education in media and the development of urban education and urban educational reform. She has conducted and continues to develop research in media education curriculum development. Her book, Media education goes to school: Young people make meaning of media and urban education is
currently in production with Peter Lang Press. She is an Assistant Professor in the Department of Communication at Western Connecticut State University where she teaches courses in Media Literacy, TV Criticism, Mass Communication and Media Aesthetics.

[MA Area of Study: Interaction and Social Processes, Visual Culture and Cultural Studies; MA Research Course]

E58.2400 Topics in Visual Culture and Cultural Studies: Modernity and Climate Change
Nicholas Mirzoeff
Wednesday 2:00 - 4:10 pm
Call number: 43292 (4 credits)

This seminar class considers the ways in which modernity and climate change have been mutually constitutive as global phenomena. We ask whether climate can be considered a medium in its own right as the interface between humans and the biosphere, taking the sea as a particular example. The class will examine how this interaction has been visualized and how it should be theorized. After some introductory explorations, a genealogy of the present crisis will be explored from the formation of the concept of the high seas and sovereign sea power in the seventeenth century; to the nineteenth century paradigm shift in which Darwin transformed the sea from a dead zone into the source of all life; and the emergence of a global environmental emergency that began with the contamination of the sea by radiation from nuclear weapons and waste in the 1950s to the present crisis of melting ice, water acidification and sea-level rise. Each moment is considered in media representation, contemporary writings and present-day critical theory and interpretation. Students will form a proposal for further study and actively shape our exploration of the topic by their presentations.

[MA Area of Study: Visual Culture and Cultural Studies]

E58.2402 Topics in Visual Culture and Cultural Studies: The Political History of Visual Display and Representation
Olga Kopenkina
Thursday 2:00 – 4:10 pm
Call number: 43553 (4 credits)

This course is a political analysis of the modern history of visual display and exhibition, tracing it from the Russian avant-garde to issues of spectacle, the ideological function of the museum, and public art. The critique of institutions such as museums is an area of inquiry in visual culture. This course analyzes concepts of the public, the avant garde, spectacle, the function of exhibitions in totalitarian political regimes, the concept of exhibition as resistance, and the relationship of urban economies and visual display.

Olga Kopenkina, a curator and critic born in Belarus, based in New York. She holds a M.A. from the Center for Curatorial Studies at Bard College in 2001. Her exhibitions and projects include Brewster 2003 Collaboration, New York; Post-Diasporas: Voyages and Missions at the First Moscow Biennale, Moscow (2005); Russia: Significant Other, Anna Akhmatova Museum, St Petersburg (2006); Terror Tactics, a film program at apexart, New York (2007), Properly Past at BRIC Rotunda, Brooklyn, 2008; Reading Lenin with Corporations, PS 122, New York, 2008. Kopenkina has been writing for such publications as Moscow Art Magazine, ArtMargins, Rethinking Marxism, Modern Painters, Afterimage. She was an adjunct professor at Tisch School for the Arts in NYU, in Spring semester, 2009.

[MA Area of Study: Visual Culture and Cultural Studies]

DOCTORAL STUDENTS ONLY

E57.3150 Special Topics in Technology Studies: Digital Media and Privacy
Helen Nissenbaum
Socio-technical systems and practices undergirded by digital media and information science and technology have enabled massive transformations in the capacity to monitor behavior, to amass and analyze personal information, and to distribute, publish, communicate and disseminate it. Frequently experienced and expressed as “threats to privacy,” these systems and practices, the social anxieties they generate, laws and policies developed to mitigate them, widespread advocacy efforts, and technical responses will form the subject matter of this seminar. In addition to covering a sample of the core literature in this area -- now quite vast -- students will stake out sub-areas of particular interest, conduct self-directed research, and present their findings to the group. Examples might include privacy in communications, in social networks, in media and journalism; privacy and surveillance; privacy of citizens in relation to governments, to the global corporate sector, to online commercial actors; or in relation to health, medical, psychiatric and genetic information.

E57.3200 Doctoral Core Seminar II
Alexander Galloway
Tuesday 2 - 4:10 pm
Call number: 40786 (4 credits)

E57.3400 Doctoral Research Colloquium
Call number: 40787 (1 credit)