DEPARTMENT OF MEDIA, CULTURE, AND COMMUNICATION

Fall 2013 Course Schedule

Updated 04 June 2013

Students from other NYU departments who want to take graduate courses in Media, Culture, and Communication (MCC) in Fall 2013 can register beginning August 1. The courses will be open in Albert; there is no need to contact the department directly. Albert wait lists will be available for all courses. Please direct questions to mcc.graduate@nyu.edu.

Please check Albert or the Registrar's Office site for the most up-to-date class meeting patterns, locations and call numbers.

MCC-GE 2001 Media, Culture, and Communication MA Core Seminar
4 credits

Section 001
Rodney Benson
Tuesday 7:15 - 9:25 PM

Section 002
Martin Scherzinger
Wednesday 2:00 - 4:10 PM

Section 003
Martin Scherzinger
Wednesday 4:55 - 7:05 PM

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

MCC-GE 2027 Media and the Environment
Nicole Starosielski
Wednesday 11:00 AM - 1:10 PM
4 credits

This course will introduce you to the varied ways in which human and natural environments have been shaped by media representations and technologies, extending from newspapers, photography, and popular literature, to film, television, and video games. The course integrates the study of environmental media from diverse disciplinary perspectives, including eco-cinema, eco-criticism, environmental communication, and environmental studies. It surveys research from media studies that explores how environments are represented in visual media; from eco-critical texts that detail the specificities of poetic, literary, and artistic approaches to the environment; and work in environmental communication that documents the role of the mass media, including the Internet, broadcast television, and news programs, in the dissemination of environmental messages. The course will also interrogate the diverging functions of environmental media in
different historical periods and social contexts, beginning with the rise of landscape photography, scientific representations of nature, and "fictional" wildlife films; extending through the development of canonical environmental media works in the 1960s; and ending with the role of contemporary interactive and "recycling" based aesthetics.

MA Areas of Study: Technology and Society, Visual Culture and Cultural Studies

MCC-GE 2112-001 Politics of the Gaze: Sensory Formations of Modernity
Allen Feldman
Monday 4:55 - 7:05 PM
4 credits

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: Visual Culture and Cultural Studies

MCC-GE 2148-001 The Television Business in Transition
David Poltrack
Thursday 6:00 - 9:15 PM
4 credits

Exploration of the technical, legal, and economic structures including broadcast television, cable television, the internet and mobile. Examination of the consequences of these structures on the content and social effects of mass media. The focus will be on the programming and advertising structure of this evolving television business and how that structure is evolving with the 3-screen convergence of television, the internet, and mobile.

Note: this course meets these dates only: 9/5, 9/12, 9/19, 9/26, 10/10, 10/17, 10/24, 10/31, 11/7. David F. Poltrack is Chief Research Officer, CBS Corporation and President of CBS VISION. CBS VISION is a research unit exploring and offering insight on emerging technologies, media consumption patterns, and advertising value in the media marketplace. He oversees all research operations at CBS encompassing audience measurement, market research, program testing, advertising research, and monitoring of the national and international video marketplace. David designed and oversees TELEVISION CITY at the MGM GRAND, Las Vegas, CBS’ state of the art Research Center.

David is past chairman of the Media Rating Council; trustee of the executive committee, Marketing Science Institute; past president, Market Research Council and in 2009 was inducted into their Hall of Fame; past chairman and current board member, Advertising Research Foundation. As Adjunct Professor, he teaches at the Columbia University Graduate School of Business; NYU Stern School of Business, and is a visiting professor at Cheung Kong 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. David 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: Visual Culture and Cultural Studies + MA Research Course

**MCC-GE 2167-001 Transnational Media Flows**
Juan Piñon
Tuesday 4:55 - 7:05 PM
4 credits

This class will study the global landscape of media flows, particularly television and film, and its specific configurations at regional and national levels. Rooted in the idea of media as cultural industries we will identify the supranational regional players from some of the most important geo-linguistic markets around the world, where the tensions of global/transnational media and cultural audience’s dynamics at local levels become more evident. We will examine the implications of these industrial/cultural dynamics from both theories that denounce the homogenizing cultural effect produce by global media, as well as approaches that underscore the rising of counter-flow trends based on audiences’ preferences.

MA Areas of Study: Visual Culture and Cultural Studies, Global and Transcultural Communication

**MCC-GE 2174-001 Professional Writing and Research Applications**
Brett Gary
Monday 4:55 - 7:05 PM
4 credits

This course, offered only in the fall, is meant to integrate skills and knowledge acquired during the master's program to achieve a professional level of competency in several areas: writing for professional journals or websites; developing survey or other instruments for data production; surveying the scholarly literature; writing scholarly abstracts; understanding the processes of self-editing and peer reviewing; and giving polished oral presentations of final writing and/or web-based projects. This course is available to second-year MCC students only. Permission code required

**MCC-GE 2175-001 Political Communication**
Charlton McIlwain
Thursday 2:00 - 4:10 PM
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.

MA Area of Study: Persuasion and Politics + MA Research Course

**MCC-GE 2182-001 Communication Processes: Gender, Race, and Cultural Identity**
Deborah Borisoff
Wednesday 4:55 - 7:05 PM
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 Areas of Study: Interaction and Social Processes, Global and Transcultural Communication

**MCC-GE 2200-001 Media Events and Spectacle**
Salvatore Fallica
Wednesday 7:15 - 9:25 PM
4 credits

More than ever our public lives are dominated by what many social and media critics call the society of the spectacle. The “spectacle” is not just a display of stunning visual communication, but a “media event” that informs and organizes much of what we experience in contemporary media culture. Part of the focus of this course is on the theories of the society of the spectacle as noted by many critical theorists, including Guy Debord, Douglas Kellner and Chris Hedges. Then we see to what extent their theories take shape as we analyze a number of contemporary media events and spectacles, including various awards shows such as the Academy Awards (and other international awards shows), major sports spectacles including the Super Bowl and the World Cup, and the Olympics. We also examine what I call “the spectacle of the self,” the rise, growth and expansion of celebrity culture.


MA Area of Study: Visual Culture and Cultural Studies

**MCC-GE 2265-001 Communication and Persuasion: Sociological Propaganda**
Terence Moran
Tuesday 2:00 - 4:10 PM
4 credits

This course will investigate some histories, theories, and analyses of sociological propaganda in the advanced Technological Cybernetic Society, with special focus on the relationships among communication, persuasion, myth and culture in promoting and sustaining belief in and support for the latest techniques and technologies to solve all problems and to provide a more perfect world for all cultures and societies.

MA Area of Study: Persuasion and Politics

**MCC-GE 2275-001 Middle East Media and Cultural Politics**
Dov Shinar
Monday 11:00 AM - 1:10 PM
4 credits

The course examines the interaction and developments of culture, politics and media in the contemporary Middle East (otherwise called Western Asia) through a historical and cultural lens. The course addresses culture, identity, and the media as sites of conflict; tradition, modernity, civil society and democracy; conflict resolution and conflict transformation; globalized and 'glocalized' contexts and media. The course should be of interest to graduate students interested in the modern Arab and non-Arab (Israel, Iran, Turkey), in Middle Eastern and other cultural and social perspectives.

Dov Shinar, PhD. is Dean, Professor, and Head of FAIR MEDIA: Center for the Study of Conflict, War, and Peace Coverage at the School of Communication, Netanya Academic College in Israel. Holds a Ph.D. (Hebrew U), and M.A. (U of Pennsylvania) in Communications. Professor Emeritus from Ben Gurion University in Israel and Concordia University in Montreal. Areas of interest and publications, in book format and scholarly journals, include international communications, media in war and peace; media education; media and development. Works in Hebrew, English, Portuguese, Spanish, and French, and has served as communications consultant in South and North America, the Middle East, Africa, and Europe. A former professional and member of the task force that established Israel TV Channel 1, he is still active as free-lance documentary TV producer.

MA Areas of Study: Persuasion and Politics, Global and Transcultural Communication

Stefaan Verhulst
Thursday 4:55 - 7:05 PM
4 credits

The Internet has become an essential platform and engine for economic development, social justice and the protection of human rights. At the same time, the issue of global Internet governance raises challenging questions, including: where the control of the Internet should reside, what guiding principles should be used and who should take part in the policy making process? Students will explore prominent narratives and issues, such as the concept of architectural openness and the promotion of Internet Freedom. Through weekly discussions and the tracking of developmental shifts, this course seeks to provide insight into the possible future of the medium.

Stefaan G. Verhulst is the Chief Research and Development Officer of the Governance Laboratory @NYU (GovLab) where he is responsible for building a research foundation on how to transform governance using advances in science and technology. For more information: http://www.thegovlab.org/about/team/stefaan-verhulst/

MA Areas of Study: Technology and Society, Global and Transcultural Communication

MCC-GE 2381-001 Topics in Globalization
Arjun Appadurai
Thursday 2:00 - 4:10 PM
4 credits

CULTURAL DIMENSIONS OF GLOBALIZATION: Almost twenty-five years after the fall of the Berlin Wall, our understanding of how globalization has affected the circulation of global images, forms and ideologies has changed considerably. This course will focus on new forms of commodity circulation and consumption, on new sites of ethnic and religious violence, on new
debates over privacy and free expression, and on new forms of diasporic politics. The primary aim of the course will be to expose students to the major debates in these areas and to develop analytic tools for understanding the role of mediation in new formations of identity, aspiration and consumption.

MA Areas of Study: Global and Transcultural Communication, Visual Culture and Cultural Studies

**MCC-GE 2420-001 Visual Culture Methods**  
Nicholas Mirzoeff  
Thursday 2:00 - 4:10 PM  
4 credits

In the wake of the global social movements since 2011, how can we now study "visuality"--the interface of visualized media, race, gender and politics? This workshop course provides a participatory introduction to the methods of critical visuality studies from a wide range of perspectives. It will develop and explore horizontal means of militant visual culture research.

MA Area of Study: Visual Culture and Cultural Studies + MA Research Course

**MCC-GE 2836-001 Culture and Media in China**  
Lily Chumley  
Monday 2:00 - 4:10 PM  
4 credits

This graduate workshop combines an interdisciplinary seminar on methods in China studies and a "writing group" format for graduate students developing original research on historical and contemporary formations of Chinese media and material culture: historical documents, art, photography, films, television shows, legal cases, novels, magazines, blogs and microblogs, material objects, ritual events, etc. We will read from outstanding books in China studies, including sociology, history, art history, anthropology, and media studies. Our discussion of these readings will focus on comparing methodological and analytical approaches to a range of text/objects, and contrasting forms of argument that focus on: 1) "cosmology" (cultures, conceptual schemes, languages, ideologies); 2) "politics" (conflict, difference, distinction); and 3) "structure" (networks and systems, kinship, clientalism, bureaucracy). Over the course of the semester students will develop analyses of their own text/objects, and use these analyses to develop journal articles, MA theses, or dissertation chapters.

MA Area of Study: Global and Transcultural Communication + MA Research Course

**MCC-GE 2900-001 Thesis in Media, Culture, and Communication**  
Radha Hegde  
Monday 4:55 - 7:05 PM  
4 credits

The course will provide an introduction to the various aspects of the research process and guide students through the process of writing a thesis. Peer review and collaboration is an important part of this writing intensive course. The course will enable students to conduct independent research and make significant progress with their thesis writing. Open to second-year MCC MA students only. Permission code required.

**MCC-GE 3100-001 Doctoral Core Seminar I**
Advanced reading & discussion of the foundational literature, principles, & paradigms associated with the study of media, culture, & communication. MCC doctoral students only.

**MCC-GE 3101-001 Introduction to Communication Research**  
Marita Sturken  
Tuesday 2:00 - 4:10 PM  
4 credits

This doctoral methods course focuses on the philosophical and theoretical assumptions behind, and rationales for, qualitative and interdisciplinary methodologies and approaches. The aim of the course is to establish a vocabulary for methodological approaches to research, to examine the nature of research questions served by different methods, to analyze the usefulness and limits of certain methods, and for students to be able to design a research project and apply its methods. Readings include explanations of method as well as examples of particular theoretical/methodological approaches. MCC doctoral students only.

**MCC-GE 3130-001 Special Topics in Globalization**  
Arjun Appadurai  
Monday 2:00 - 4:50 PM  
4 credits

MEDIATION AND MATERIALIZATION: This doctoral seminar will focus on ways in which the growing literature on the relationships between humans, machines and other animated objects are producing new forms of agency, sociality and connectivity. Readings will focus on the writings of Arjun Appadurai, Bruno Latour, Michel Callon, W.J.T. Mitchell, Jane Bennett, Nicholas Mirzoeff and other theorists, to ask how new forms of material assemblage affect existing theories of mediation. The goal of the class will be to ask whether an expanded vision of object agency demands a different understanding of mediation, visualization and communication. Doctoral students only.

**MCC-GE 3201 Dissertation Proposal Seminar**  
Alexander Galloway  
Tuesday 2:00 - 4:10 PM  
1 credit

The formulation of doctoral research problems in media, culture & communication. Planning of relevant methodology; criticism of work in progress. MCC doctoral students only.