E58.2001 Media, Culture, and Communication Core Seminar

Tuesday 2 – 4:10 PM (section 1)
Martin Scherzinger
Call number: 40931 (4 credits)

Tuesday 4:55 – 7:05 PM (section 2)
Martin Scherzinger
Call number: 40932 (4 credits)

Monday 7:15 – 9:25 PM (section 3)
Erica Robles
Call number: 40933 (4 credits)

Monday 7:15 - 9:25 PM (section 4)
Jay Murray
Call number: 43727 (4 credits)

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.

E58.2110 Communication: Hidden Environments/Transnational Media Flows
Juan Piñon
Monday 4:55 – 7:05 PM
Call number: 43287 (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: Global and Transcultural Studies & Visual Culture and Cultural Studies]

E58.2112 Politics of the Gaze
Allen Feldman
Monday 4:55 – 7:05 PM
Call number: 40934 (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 & MA Research Course]

E58.2115 Advanced Issues: Intercultural Communication
Karina Horsti
Thursday 4:55 – 7:05 PM
Call number: 43283 (4 credits)

This course examines the production and reproduction of culture, nation, race and ethnicity through communicative practices. Globalization, transnational and translocal influences have profoundly complicated the idea of cultural difference in contemporary life. We will critically explore how (particularly mediatised) communication advance understandings of stereotypes, prejudice, borders, citizenship, identities, and difference. We will explore these issues through analysis of mediatised representations of minorities and majorities. The course offers an overview of discourses and policies used to manage cultural difference. We will examine firstly multiculturalism and cultural diversity and secondly recent developments that address certain minorities with uncompromising discourse of "zero cultural tolerance". Students will get tools to critically analyse identity, difference and representation in various contexts.

Dr. Karina Horsti is a visiting scholar at the Department of Media, Culture, and Communication, NYU and a post-doctoral researcher at the Center for research on ethnic relations and nationalism, University of Helsinki, Finland. Her research and teaching focuses on contemporary discursive and mediatised constructions of migration, difference and national belonging. Research projects include analysis of news journalism on undocumented migrants and multicultural media practices and policies among European public service broadcasters. She collaborates with multidisciplinary networks in the field of media and migration research in Europe, like EU Network of Excellence IMISCOE. She directs a Nordic network of some 70 researchers studying media, migration and society.

http://sockom.helsinki.fi/fiss/researchers/horsti_karina.html
http://sockom.helsinki.fi/ceren/migranord/index.html

[MA Areas of Study: Interaction and Social Processes, Global and Transcultural Communication]

E58.2130 Topics in Digital Media
Mushon Zer-Aviv
Tuesday 7:15 – 9:25 PM
Call number: 40935 (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 individual researches 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.

[MA Area of Study: Technology and Society]

E58.2131 Topics in Digital Media: Origins of Cyberculture
Aram Sinnreich
Wednesday: 7:15 – 9:25 PM
Call number: 43704 (4 credits)

Today, for the first time in history, computer-mediated culture has become mainstream for a majority of individuals in technologically developed societies. From email to texting, from online gaming to online banking, from YouTube to Hulu, from DoS attacks to Second Life sit-ins, nearly every traditional aspect of our lives has found a new expression in its digital proxy.

In order to understand the cultural, social, political and economic consequences of this development, we must look to the origins of today’s cyberculture, in the futuristic visions (both dystopian and utopian) that shaped the development of today’s networked technologies. We will trace the genealogy of these visions, as they developed in tandem with the growing digital communications infrastructure over the past three quarters of a century, and evolved into new forms that even the most forward-thinking of visionaries could not have predicted. Ultimately, one can argue that the Internet has both exceeded and fallen short of the hype that surrounded its birth and development, and, by comparing the myth to the reality, we may better understand what aspects of the human condition are likely to persist regardless of technological development.

Class will be conducted as a seminar. Students will be responsible for leading discussions on the readings, and are encouraged to critically engage the readings and class conversations.

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

E58.2145 Methods in Interpreting Popular Culture
Susan Murray
Thursday 2:00 – 4:10 PM
Call number: 43284 (4 credits)

This course provides an introduction to the fundamental methods for understanding the construction of meaning in film, television, popular music, and advertising, tracing the study of popular culture through film theory and mass media analysis to cultural studies. Recent theoretical analysis of popular culture has examined the notion of the popular, spectatorship, methods of reading audiences, global popular culture, and the concept of cultural practices. This course surveys methods of analysis such as structuralism, semiotics, genre analysis, psychoanalysis, socio-historical analysis, ideological analysis, discourse analysis, political economy, reception theory, feminist method, and ethnography as tools through which to understanding popular culture in depth. It will include screenings of excerpts of film and television in class.

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

E58.2175 Political Communication
Dov Shinar
Thursday 4:55 – 7:05 PM
Call number: 40938 (4 credits)

Communication aspects of international politics, including changing media roles, powers, and constraints in international politics, relations media-government/media-opposition in international conflicts, crises and peace processes; war
journalism and peace journalism; traditional and public diplomacy. Case studies include The Middle East (Iraq, Israel-Palestine, etc.), Africa, former Yugoslavia, and others suggested by students.

Dov Shinar, Ph.D., Professor, Grad Studies Coordinator, and Head of the Research Center on War and Peace Coverage, School of Communication, Netanya Academic College, Israel; Academic Director, Public Diplomacy Research Group, S. Neaman Institute, Technion, Israel; Principal Investigator, Peace Journalism Group of the Toda Institute for Global Peace and Policy Research. Shinar's Ph.D. (Hebrew University), and M.A. (University of Pennsylvania) are in Communications, and his B.A. (Hebrew University) is in sociology and political science. He works in Hebrew, English, Portuguese, Spanish, and French. He was Founding Chair of the Communication Studies Department At ben Gurion University in Israel, Founding Dean of the School of Media Studies at the College of Management in Tel Aviv; professor at Concordia University, Montreal, and lecturer at the Hebrew University of Jerusalem; visiting professor and advisor in universities and institutes in the U.S., Europe, Latin America, and the Middle East.

In the professional and public fields, he was audience research coordinator; head of Acquired Films Dept.; and producer at Israel Television (Channel 1); U.N. observer, Mozambique election of 1994; Founding director, Audiovisual Center for the Aged, Jerusalem; and communications consultant, researcher, and lecturer in Argentina, Austria, Bolivia, Brazil, Canada, Chile, Colombia, Cyprus, Dominican Republic, Ecuador, The Gambia, Germany, Guatemala, Iran, Israel, Lithuania, Mexico, Mozambique, Nicaragua, Panama, Peru, Portugal, Rumania, and the U.S.

Shinar's fields of interest include international communications; media in war and peace; socio-cultural dimensions of communication technologies; media and development, emphasizing collective identities, institutional change, media education, and minority/community media.

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

E58.2210 Globalization and Gender
Radha Hegde
Wednesday 7:15 – 9:25 PM
Call number: 43286 (4 credits)

This course will examine how definitions of gender and sexuality are reproduced, negotiated and deployed in the context of globalization and transnational flows. Media forms, communication practices and systems of representation serve as key sites from where to unravel the ways in which gendered subjects are produced and defined in transnationally networked environments. Through a reading of theoretical texts drawn from feminist/global cultural studies and ethnographic case studies, the seminar will focus on topics such as citizenship, global labor flows, migration, neoliberalism in order to understand the construction and surveillance of the gendered global subject. Students will engage in critical discussion, close readings and critique of the emerging research in this area.

[MA Areas of Study: Global and Transcultural Communication, Interaction and Social Processes & MA Research Course]

E58.2215 Social Experiences in Consumer Culture
Arjun Appadurai
Tuesday 2:00 – 4:10 PM
Call number: 43285 (4 credits)

Consumer culture by its nature is intensely local and inevitably global. Its locality is tied up with the intimacy of food, clothing, and shelter, and the elasticity of the relationship between bodies and things. At the same time, consumption is a flash point for basic social and political debates about the relationship between needs and desires. This course seeks to develop critical approaches towards dealing with both these dimensions of consumer culture by exploring the ways in which bodies and things shape each other through long histories of production, distribution, and fashion. Though consumption is conventionally regarded as the terminus of the social life of things, this course will seek to study the
social world of consumers as an analytic entry point into complex networks of cultural practice which mediate the perennial tension between habituation and novelty in the shaping of consumer experience.

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

E58.2232 Language and Culture
Remi Brulin
Wednesday 7:15 – 9:25 PM
Call number: 43552 (4 credits)

Through the study of several historical cases spanning several decades and various continents, this course will examine the complexities involved in defining the concept of "terrorism" and try to determine how this term has been used in the American political discourse in order to shape public opinion and frame specific conflicts and policy proposals. As a class, we will try to reflect on the ethical, moral and political questions surrounding the question of "terrorism" and will examine how the American media has covered or talked or written about "terrorism" through the years. Throughout the semester, we will attempt to remain aware of contemporary events and, as they happen, to study how the media in the US and abroad covers them.

[MA Areas of Study: Visual Culture and Cultural Studies and Global and Transcultural Communication & MA Research Course]

E58.2235 Media, Culture, and Communication Internship

The internship program promotes the integration of academic theory with practical experience. Internships expand student understandings of the dynamics of the ever-changing field of communication. See http://steinhardt.nyu.edu/mcc/internships for registration information.

E58.2251 Communication Environments: Macroanalysis
David Poltrack
Thursday 7:15 - 9:25 PM
Call number: 40947 (4 credits)

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 Research Course]
E58.2270 Communication and Political Propaganda
Salvatore Fallica
Thursday 7:15 - 9:25 PM
Call number: 40948 (4 credits)

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]

E58.2282 Information Law and Policy
Bill Herman and Kenneth Farrall
Tuesday 4:55 - 7:05 PM
Call number: 43735 (4 credits)

This graduate-level class examines major policy and legal issues arising from the production, use, exchange, access, storage, processing, linking and communication of information. In the course of policy debate and formulation, logical tensions arise between different interests and stakeholders: tensions between free speech and intellectual property, between national security and information privacy, between public and private goods. These tensions shift with the continuing evolution and innovation in uses of information and communication technologies. At the same time, technological advancement and the increasingly global nature of both market and non-market information practices can render once formidable policies weak and ineffective, and increase the likelihood that new laws can have unintended consequences. Focusing on US policy within a global context, the course is divided into three primary sections: copyright, information privacy, and media ownership.

- Kenneth N. Farrall (BA, 1987 University of Virginia; MA, 1995, University of Texas at Austin; PhD, 2009, Annenberg School for Communication, University of Pennsylvania). Ken studies the social impact of electronic communication technology with a focus on surveillance and information privacy. He has served as a research fellow at the Electronic Privacy Information Center (EPIC), where he spearheaded an online educational campaign on electronic voting (votingintegrity.org) and drafted congressional testimony on the privacy implications of Radio Frequency Identification (RFID) technology. Prior to his doctoral work, Ken was an Internet publishing entrepreneur, consultant and widely quoted expert on Internet development in China.

- Bill D. Herman (MA, 2002, Colorado State; PhD, 2009, Annenberg School for Communication, University of Pennsylvania). Bill’s work falls at the intersection of communication technologies, policy, politics, and culture. His primary area of expertise is the law and regulation of new media technologies, including copyright, digital rights management, and internet policy. He also studies media and culture, especially niche musical cultures as laboratories of cultural and economic experimentation. Bill teaches at Hunter College (CUNY) in the Department of Film and Media Studies.

[MA Area of Study: Technology and Society]
E58.2285 Integrating Media Education in School and Community Work
Allison Butler
Monday 10:30 AM - 12:40 PM
Call number: 43703 (4 credits)

The objective of this course is to investigate media education, examine the need for it in schools and explore, intensively, how its application may unfold. We live in a world saturated with many different kinds of media and media educators argue that young people should be able to access, analyze, understand and produce various forms of communication. We live in a nation that values education, at least rhetorically, as a sign of success. This course provides an overview of the approaches and strategies educators can use to incorporate media education in their practices through examination of the current educational environment. We will address the following questions: what is media education and why is it an important area of learning for young people today? 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? How can media literacy programs be designed for schools and community-based organizations?

This course is designed so that students consider these questions through reading, reflection and discussion. We have all attended school and have strong opinions about the role education should play as well as the responsibilities of teachers and students. How is this knowledge developed? How do we develop our own experiences into theory and, ultimately, into research? Understanding education, media education and urban education in the US are not easy tasks for a variety of reasons. Regular discussion, brainstorming and writing are integral to a deeper understanding of the environment. To facilitate this, classroom time will use the readings to help frame research, to work towards better awareness and understanding of urban and media education.

[MA areas of study: Interaction and Social Processes and Visual Culture and Cultural Studies; MA Research course]

E58.2286 Young People and Media Cultures
JoEllen Fisherkeller
Tuesday 4:55 – 7:05 PM
Call number: 42840 (4 credits)

What roles do popular media play in society and culture, and in particular the experiences, thinking and values of young people? How should we address the issues raised by the contemporary communication environment, and by the reality of young people's interactions with popular media? In this course, we will consider these questions. We will focus on debates and issues raised by various media environments and young people's growth and experiences. Most importantly, we will 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, we will propose some ways to deal with the issues raised by the course.


[MA Areas of Study: Interaction and Social Processes, Visual Culture and Cultural Studies]

E58.2290 Interpersonal Communication
Susan Fox
Tuesday 7:15 – 9:25 PM
Call number: 40950 (4 credits)
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]

**E58.2344 The Social Life of Paper**  
Lisa Gitelman  
Wednesday 1:00 – 3:00 PM  
Call number: 43572 (4 credits)  
*Cross-listed with G41.2944-001

What is the cultural work performed by or with the technology of paper? How can a history of paper supplement and enrich recent histories of printing technology and printed artifacts like “the book”? What would it mean to imagine a paperless future? Organized around discussions of readings in common, this course considers the history, production, circulation and use of paper in the social production of knowledge, the shared imagination of value, and the mutual relations of consumers and commodities.

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

**DOCTORAL STUDENTS ONLY**

**E57.3100 Doctoral Core Seminar I**  
Rodney Benson  
Monday 1:00 - 3:10 PM  
Call number: 40927 (4 credits)

**E57.3101 Introduction to Communication Research**  
Marita Sturken  
Wednesday 4:55 – 7:05 PM  
Call number: 40928 (4 credits)

**E57.3130 Special Topics in Globalization**  
Arjun Appadurai  
Wednesday 11:00 AM – 1:10 PM  
Call number: 43289 (4 credits)

This course is not intended to be a general survey of globalization studies. It presumes some prior exposure to the popular and academic literature on globalization, especially from the vantage point of anthropology, media studies, sociology, and political science. The focus of the course is on the study of certain crises symptomatic of the present state of globalization, notably in the fields of finance, territory, and bodily violence. The course seeks to equip students to approach these crises from a historically informed point-of-view, and to develop some creative positions on the politics of hope in the era of globalization.

**E57.3151 Special Topics in Technology Studies: Heidegger and Deleuze**  
Alex Galloway
Two starkly different thinkers, Martin Heidegger (1889-1976) and Gilles Deleuze (1925-1995) offer some of the most important theories of technology in the twentieth-century. Heidegger views technology insofar as it extends or departs from man's being in the world, while for Deleuze the world itself is filled with "machinic" entities, from the pervasive layers of the machinic phylum all the way up to desiring machines and war machines. In this doctoral seminar we will perform close readings of both authors, focusing on their analyses of technology, tools, objects, machines, art, dwellings, and media.

While Heidegger was coopted by deconstruction and Deleuze was often (incorrectly) labeled a poststructuralist, both writers are notable in that they are technically outside the core canon of "critical theory"—loosely defined as the Marxian and Freudian tradition of socio-cultural critique beginning with the Frankfurt School—while nevertheless remaining two of the most influential writers in that same theoretical tradition. Both Heidegger and Deleuze constructed entire philosophical projects that offer alternatives to the growing disorientation and alienation brought on by the technologies of modern life. For Heidegger it is the Greeks, particularly the presocratic philosophers, who gesture the way forward. For Deleuze it is a special minoritarian sub-category of philosophy, a cobbled-together bibliography of what might be called “radically materialist” philosophers hand-selected from throughout history (Heraclitus, Spinoza, Hume, Bergson, Whitehead, and so on).

Heidegger is, in Alain Badiou’s recent assessment, the “last universally recognized philosopher.” First we devote our attention to selections from Heidegger’s Being and Time, in which he unifies subject and object under the banner of Dasein, that special mode of being ascribed to us. Next we consider Heidegger’s later essays on technology, focusing on his treatment of tools, things, dwellings, and art.

Deleuze is perhaps best known for two of his collaborative books with Félix Guattari: Anti-Oedipus and A Thousand Plateaus. We will read sections of these two works, culminating with what is arguably the most important concept for understanding technological change over the last few decades, the rhizome. We will deepen our understanding of Deleuze’s work with readings from his important early book on ontology, Difference and Repetition, as well as texts on technology and art from Deleuze’s “aesthetic period” during the 1980s.

Additional readings from Alain Badiou, Manuel De Landa, Donna Haraway, Graham Harman, Luce Irigaray, and Bruno Latour.

E57.3201 Dissertation Proposal Seminar
Monday 4:55 – 7:05 PM
Gabriella Coleman
Call number: 40929 (1 credit)

E57.3400 Doctoral Research Colloquium
Call number: 40930 (1 credit)