Course Requirements

**Student Participation**: Besides the usual energetic engagement in class discussion, every student will post a commentary on the week’s assigned readings on Blackboard **before 8 pm** each Monday.

**Midterm Writing Assignment**: The midterm assignment will cover the lecture and readings from weeks 1-7, approximately. This is a take-home assignment [approximately 8-10 pages].

**Final Writing Assignment**: The final writing assignment will cover the last half of the course and will have the same structure as the midterm. The exam will be distributed the last day of class and be due one week later.

**Course Paper**: The course paper will be a **research proposal** that addresses a question which grows out of some aspect of the readings/class discussions. En route to development of your proposal and after the midterm, we will devote much of the 3rd hour each week to a discussion of your topics and proposals.
COURSE LECTURE AND READING TOPICS

1. August 27: Nothing Never Happens

1. Edward Hall, *The Silent Language* [Anchor books, 1959], Chapters 3 [The vocabulary of culture], 4 [The Major Triad], 5 [Culture is Communication], & Appendix II, pp. 33-101, 186-194.

2. September 3: Reading People and Messages

1. Erving Goffman, *The Presentation of Self in Everyday Life* [Anchor, 1959], Introduction, Chapter 1 [Performances], & 7 [Conclusion], pp. 1-77, 238-255.

3. & 4. September 10 & 17: Mass Mediated Culture

5. & 6. September 24 & October 1: Culture as Industry and Ideology


7. & 8. October 8 & 15: Publics, Opinions and Public Opinion


9. **October 22: Fit to Print or Printing to Fit?**


10. **October 29: Telling the Public What to Think About**


**11. November 5: Who are you calling stupid?**


**12. November 12: Don’t you remember me? I saw you on TV yesterday.**


13. November 19: How WEIRD is our social science?


15. November 3: Disney’s World?

1. Daya Kishan Thussu, “Approaches to theorizing international communication,” International Communication: Continuity and Change [Arnold, 19], pp. 53-81
