This course addresses selected traditional and “frontier” issues confronting media theorists and researchers. This is a period of massive transformation that effects change in the very definition of “media.” For our purposes, “media” refer to both traditional mass media production forms -- television, radio, newspapers, magazines, books, etc. -- and new Internet-based forms. Also included are the myriad of specialized-audience media or media targeted to particular ethnic, national origin, lifestyle, taste, community, etc. groups. To one degree or another, course thematic issues reflect contemporary struggles to understand how media, society, and audience are changing and what difference it makes for communication theory and research. They all bear, in one way or another, upon issues of community and civil society.

Textbook


All supplementary readings will be available in pdf form/Blackboard

Conduct of Class Sessions

Given that this course is a doctoral seminar, students play an active role in shaping class discussion. To that end, students master the reading assignments associated with each weekly topic and come to class prepared with questions, criticisms, and comments. For each assigned reading, one student will be asked to lead off our discussion by providing a **written synopsis** for distribution to the class and a **3-minute** critical review to begin the discussion.

Components of Course Evaluation

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<th>Component</th>
<th>Weight</th>
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<tr>
<td>Seminar Participation</td>
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<td>Midterm Exam</td>
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<td>Final Exam</td>
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<td>Course Paper</td>
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Both the midterm and the final will be take-home exams (each 15-page maximum) where the student selects questions to answer from a larger list that I prepare. For the course paper, each student works with me to work out a paper topic that relates to course subject matter. The course paper will take the student into literatures beyond the assigned course readings. Course readings afford good bibliographies for many topics. Please give me both hard and electronic copies of your exams and papers.
Seminar Topics and Readings

*Week One*

Introduction

*Week Two*

I. Challenges to Iconic Theory, Measures, and Research Foci

1. From Two-Step to One-Step Flow? A Background Debate


*Week Three*

2. Measurement Issues: Exposure and Exposure to What?


3. Which Media? Putting Ethnic and Immigrant Media on the Research Agenda (Part I)


Chapter 1: What are ethnic media?
Chapter 9: Ethnic media as local media

Book Prospectus (Optional reading for future reference)

Week Four

3. Which Media? Putting Ethnic and Immigrant Media on the Research Agenda (Part II)


II. Theoretical Approaches

1. Traditional Cognitive/Information Processing Approaches

   • A. Bandura, Social Cognitive Theory of Mass Communication, Chapter 6 in Bryant and Oliver (2009).


*Week Five*

2. Priming and Third-Person Effect


   • Perloff, R. M., Mass Media, Social Perception, and the Third Person Effect, Chapter 12 in Bryant and Oliver (2009)


*Week Six*

3. Parasocial Interaction and Entertainment-Education


*Week Seven*

4. Uses and Gratifications, Media System Dependency, and Agenda Setting (Part I)

• Rubin, A., The Uses and Gratifications Perspective of Media Effects, Chapter 8 in Bryant & Oliver (2009).


• Mc Combs, M. & Reynolds, A., News influence on our pictures of the world, Chapter 1 in Bryant and Oliver (2009).
**Week Eight**

5. Agenda Setting: Part II


6. Cultivation and Constructing Social Reality


**Week Nine** *(Midterm Exam Distributed, Covers Weeks 1-8)*

7. Discursive Construction of Urban Spaces and Framing


**Week Ten** *(Midterm Term Exam Due At the Beginning of Class and Course Paper Topic Indentified)*

### III. Selected Effects Issues in Public Discourse

1. **Violences**
   - Sparks, G. G & Sparks, C. W., Media Violence, Chapter 13 in Bryant and Oliver (2009).

2. **Knowledge Gap**

**Week Eleven**

3. **Public Health Campaigns**

Wilkin, H. A (2013). Exploring the potential of communication infrastructure theory for informing efforts to reduce health disparities. *Journal of Communication*


4. Entertainment and Videogames re: Violence and Enjoyment


*Week Twelve*

5. Social Capital and Civic Engagement


• Hampton, K. N., Lee, C. & Her, E. J. (2010). How new media affords network diversity: Direct and indirect access to social capital through participation in local settings. *New Media and Society,*


• Of Interest/Not Required: There are articles in a Special Issue of the *American Behavioral Scientist* 53 (9) that may be of interest.

*Week Thirteen*

**IV. Media Audiences: Legacy and “New” Media**


Week Fourteen

V. “New” Media: Challenges for Theory, Research, and Practice

1. What’s New?


2. Access Issues


Week Fifteen

3. Issues of Community, Ethnicity, Mobilization and Media Interplay


• Karpf, D. (2010). Online political mobilization from the advocacy group’s perspective: Looking beyond clicktivism. *Policy and Internet* 2(4) Article 2..


Final Exam and Course Paper Due: December ?, 2012