

Larry Gross

Fall 2017

August 3, 2017

**Communication 525:
Social Scientific Approaches to Human Communication Theory**

Thursday 9:30 am - 12:20 pm/ KER 202

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 7 pm** each Weds .

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 24: 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. Larry Gross, "Modes of communication and the acquisition of symbolic competence," David Olson, ed. *Media and Symbols: The Forms of Expression, Communication and Education*, [NSSE, 1974], pp. 56-80.
3. James Carey, "A cultural approach to communication," *Communication and Culture* [Unwin Hyman, 1989], pp.36.
4. James Carey, "Harold Adams Innis & Marshall McLuhan," *The Antioch Review*, Spring 1967.
5. Kenneth Pike, "Etic and emic standpoints for the description of behavior," from *Language in Relation to a Unified Theory of the Structure of Behavior*, [Mouton, 1966].

2. August 31: 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.
2. Larry Gross, "Life vs. Art: The Interpretation of Visual Narratives," *Studies in Visual Communication*, 11:4, 1985, pp. 2-11.
3. Carl Hovland, "Reconciling conflicting results derived from experimental and survey studies of attitude change," *American Psychologist*, 1959.

3. & 4. September 7 & 14: Mass Mediated Culture

1. Peter Berger, *The Sacred Canopy: Elements of a sociological theory of religion* [Anchor, 1967], Chapter 1 [Religion and World-Construction] & 2 [Religion and World-Maintenance], pp. 3-51.
2. George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli, "Growing up with television: Cultivation Processes," J Bryant and D Zillmann, eds. *Media Effects: Advances in Theory and Research*, 2nd edition [Erlbaum, 2002], pp.43-67.
3. L. J. Shrum, "Media consumption and perceptions of social reality: Effects and underlying processes," J Bryant and D Zillmann, eds. *Media Effects: Advances in Theory and Research*, 2nd edition [Erlbaum, 2002], pp. 69-95.
4. Samuel Bradley, "Neural Network Simulations Support Heuristic Processing Model of Cultivation Effects," *Media Psychology*, 10, 2007, pp. 449-469.
5. Dmitri Williams, "Virtual cultivation: Online worlds, offline perceptions," *Journal of Communication*, Vol. 56, 2006, pp. 69-87.

6. Amir Hetsroni & Riva Tukachinsky, "Television-World estimates, real-world estimates, and television viewing: A new scheme for cultivation," *Journal of Communication*, Vol. 56, 2006, pp. 133-156.

5. & 6. September 21 & 28: Culture as Industry and Ideology

1. Max Horkheimer and Theodor Adorno, "The culture industry: Enlightenment as mass deception," in *Dialectic of Enlightenment* [1944; Herder and Herder 1972], pp. 120-167].
2. John Durham Peters, "The subtlety of Horkheimer and Adorno: Reading 'The culture industry,'" Elihu Katz, et. Al., eds. *Canonic Texts in Media Research* [Polity, 2003], pp. 58-73
3. Theodor Adorno, "How to Look at Television," *The Quarterly of Film, Radio and Television*, Vol. 8, 1954, pp. 213-235.
4. Raymond Williams, "Base and Superstructure in Marxist Cultural Theory," [1973] in *Problems in Materialism and Culture* [Verso, 1980], pp. 31-49.
5. Stuart Hall, "Encoding/decoding," Stuart Hall, et. al., eds. *Culture, Media, Language: Working Papers in Cultural Studies 1972-79* [Hutchinson, 1980], pp. 128-137.
6. Michael Gurevitch & Paddy Scannell, "Canonization Achieved? Stuart Hall's 'Encoding/decoding,'" Elihu Katz, et. Al., eds. *Canonic Texts in Media Research* [Polity, 2003], pp. 231-247.
7. Stuart Hall, "The rediscovery of 'ideology': The return of the repressed in media studies," Michael Gurevitch, et. al., eds. *Culture, Society and the Media* [Methuen, 1982], pp. 56-90.
8. Paul Lazarsfeld, "Administrative and critical communications research," J D Peters and Peter Simonson, eds. *Mass Communication and American Social Thought: Key Texts, 1919 - 1968* [Rowman and Littlefield, 2004], pp. 166-173.
9. Pierre Bourdieu, "Introduction," *Distinction: A social critique of the judgement of taste* [Harvard, 1984], pp. 1-7.

7. & 8. October 5 & 12: Publics, Opinions and Public Opinion

1. Benedict Anderson, *Imagined Communities*, [London: Verso, 1983/1991/2006], Chapters 2 & 3, pp. 9-46.
2. Kurt Lang & Gladys Engel Lang, "Mass Society, Mass Culture, and Mass Communication: The Meaning of Mass," *International Journal of Communication*, Vol. 3, 2009, pp. 998-1024
[<http://ijoc.org/ojs/index.php/ijoc/article/view/597/380>]
3. Elihu Katz, Christopher Ali and Joohan Kim, *Echoes of Gabriel Tarde: What We Know Better or Different 100 Years Later*, [LA: USC Annenberg Press, 2014, e-book: Amazon], Part I and Part II [Part III recommended].
4. Elihu Katz and Paul Lazarsfeld, "Between media and mass," from *Personal Influence*, J D Peters and Peter Simonson, eds. *Mass Communication and American Social Thought: Key Texts, 1919 - 1968* [Rowman and Littlefield, 2004], pp. 358 - 364.

5. Elihu Katz, "Lazarsfeld's Legacy: The Power of Limited Effects," Preface to the Transaction Edition of *Personal Influence*, [Transaction Books, 2006], pp. xv-xxvii].
6. W. Lance Bennett and Jarol B. Manheim, "The One-Step Flow of Communication," *The ANNALS of the American Academy of Political and Social Science* 2006; 608; 213 – 232.
7. Carroll Glynn, et. al., "Opinions, perception and social reality," Theodore Glasser and Charles Salmon, eds., *Public Opinion and the Communication of Consent* [Guilford, 1995], pp. 249- 277.
8. Elizabeth Noelle-Neumann, "The spiral of silence: A Theory of public opinion," *Journal of Communication*, 1974, pp. 44-51.
9. Christopher Simpson, "Elizabeth Noelle-Neumann's 'Spiral of Silence' and the Historical Context of Communication Theory," *Journal of Communication*, 40, 1996, pp. 149-173.

9. October 19: Fit to Print or Printing to Fit?

1. Daniel Boorstin, "From News Gathering to News Making: A flood of pseudo-events," *The Image or What Happened to the American Dream?* [Atheneum, 1962], pp. 7-44.
2. Gaye Tuchman, "News and Frame" and "News as the reproduction of the status quo," *Making News: A Study in the Construction of Reality* [The Free Press, 1978], pp. 1-14, 209-217.
3. Todd Gitlin, "'Media routines and political crises," *The Whole World is Watching: Mass media in the making and unmaking of the new left* [California, 1980], pp. 249- 282.
4. Klinenberg, Eric, "Convergence: News production in a digital age," *The ANNALS of the American Academy of Political and Social Science*, Vol. 597, 2005, pp. 48-64.
5. Edward Herman and Noam Chomsky, "A propaganda model," in *Manufacturing Consent: The political economy of the mass media* [Pantheon, 1988], pp. 1-35.
6. Robert McChesney, "U.S. media at the dawn of the twenty-first century," *Rich Media, Poor Democracy* [Illinois, 1999], pp. 15-77.
7. Herbert Gans, "News & the news media in the digital age: implications for democracy," *Daedalus*, Spring 2010, pp. 8-17.

10. October 26: Telling the Public What to Think About

1. Maxwell McCombs & Donald Shaw, "The Agenda-Setting Function of Mass Media," *Public Opinion Quarterly*, Vol. 36, 1972, pp. 176-187.
2. Maxwell McCombs & Amy Reynolds, "How the news shapes our civic agenda," in J Bryant and M. B. Oliver, eds. *Media Effects: Advances in Theory and Research*, 3rd edition [Erlbaum, 2009], pp.1-16.
3. Lance Holbert, "A Typology for the Study of Entertainment Television and Politics," *American Behavioral Scientist*, 49, 2005, pp. 436-453.

4. Oscar Gandy, "Information in health: Subsidized news," *Media, Culture and Society*, Vol. 2, 1980, pp. 103-115.
5. Dan Berkowitz & Douglas Adams, "Information Subsidy and Agenda-Building in Local Television News," *Journalism Quarterly*, Vol. 67, 1990, pp. 723-731.
6. Diane Farsetta & Daniel Price, "Fake TV News: Widespread and Undisclosed," *Center for Media and Democracy*, April 6, 2006 [www.prwatch.org/pdfs/FakeTVNews_Apr2006Rpt.pdf]
7. Diane Farsetta & Daniel Price, "Still Not the News: Stations Overwhelmingly Fail to Disclose VNRs," *Center for Media and Democracy*, November 14, 2006 [www.prwatch.org/pdfs//CMD_Report_Public.pdf].
8. G. R. Boynton & Glenn Richardson, "Agenda setting in the twenty-first century," *New Media & Society*, 2016, 18:9, pp. 1916-1934.

10. November 2: Who are you calling stupid?

1. W. Phillips Davison, "The Third-Person Effect in Communication," *Public Opinion Quarterly*, 1983, 47, pp. 1-15.
2. Richard Perloff, "The third-person effect," J Bryant and D Zillmann, eds. *Media Effects: Advances in Theory and Research*, 2nd edition [Erlbaum, 2002], pp. 489-506.
3. Albert Gunther & J. Douglas Storey, "The influence of presumed influence," *Journal of Communication*, Vol. 53, 2003, pp. 199-215.
4. Erica Scharrer & Ron Leone, "First-Person Shooters and the Third-Person Effect," *Human Communication Research*, Vol 34, 2008, pp. 210-233.
5. Theodore Glasser, "Journalism and the second-person effect," *Journalism: Theory, practice and criticism*, Vol. 10, 2009, pp. 326-328.
6. Leo Jeffries, et al., "Integrating Theoretical Traditions in Media Effects: Using Third-Person Effects to Link Agenda-Setting and Cultivation," *Mass Communication and Society*, Vol. 11, DATE?, pp. 470-491.
7. Mina Tsay-Vogel, "Me versus them: Third-person effects among Facebook users," *New Media & Society*, 2016, 18:9, pp. 1956-1972.

12. November 9: Don't you remember me? I saw you on TV yesterday.

1. Donald Horton & Richard Wohl, "Mass Communication and Para-Social Interaction: Observations on Intimacy at a Distance," *Psychiatry*, Vol. 19, 1956, pp. 215-229.
2. Don Handelman, "Towards the Virtual Encounter: Horton and Wohl's 'Mass Communication and Para-Social Interaction'," Elihu Katz, et. Al., eds. *Canonic Texts in Media Research* [Polity, 2003], pp. 137-151.
3. Larry Gross, "You're the First Person I've Ever Told: Letters to a Fictional Gay Teen," in Michael Bronski, ed. *Taking Liberties: Gay Men's Essays on Politics, Culture, and Sex* [Kasak, 1996], pp. 369-384.
4. David Giles, "Parasocial Interaction: A Review of the Literature and a Model for Future Research," *Media Psychology*, Vol. 4, 2002, pp. 279-305.

5. Edward Schiappa, et al. "The Parasocial Contact Hypothesis," *Communication Monographs*, Vol 72, 2005, pp. 92-115.

13. November 16: Is That a Gun in Your Pocket?: The Porn Debates

1. Gayle Rubin, "Thinking Sex: Notes for a Radical Theory of the Politics of Sexuality," in Carole Vance, ed. *Pleasure & Danger: Exploring Female Sexuality* [Routledge, 1984], pp. 267-293.
2. Larry Gross, "Arousal and Aggression in the Lab," unpublished ms. 1991.
3. William Fisher & Guy Grenier, "Violent pornography, antiwoman thoughts, and antiwoman acts: In search reliable effects," *The Journal of Sex Research*, Vol. 31, 1994, pp. 22-38.
4. Azy Barak, et al. "Sex, guys, and Cyberspace: Effects of Internet Pornography and Individual Differences on Men's attitudes Toward Women," *Journal of Psychology and Human Sexuality*, Vol. 11, 1999, pp. 63-91.
5. William Fisher & Azy Barak, "Internet Pornography: A Social Psychological Perspective on Internet Sexuality," *The Journal of Sex Research*, Vol 38, 2001, pp. 312-323.

14. November 30: How WEIRD is our social science?

1. Joseph Henrich, et al, "The weirdest people in the world?" *Behavioral and Brain Sciences*, Vol. 33, 2010, pp. 61-83.
2. Herman Gray, "Television and the Politics of Difference," in *Cultural Moves: African Americans and the Politics of Representation* [California, 2005], pp. 89-113.
3. Larry Gross, ed., "Equity and Diversity in Media Representation," *Critical Studies in Media Communication*, Vol.18, 2001, pp. 102-119 [L Gross, "Introduction"; Herman Gray, "Desiring the Network and network desire"; Darrell Hamamoto, "How to Rob: Strong-Arming Our way to Equity and Diversity"; Larry Gross, "The Paradoxical Politics of Media Representation"].
4. Daya Kishan Thussu, "Approaches to theorizing international communication," *International Communication: Continuity and Change* [Arnold, 19], pp. 53-81
5. Néstor García Canclini, "The North-South Dialogue on Cultural Studies" and "Twenty-first Century Consumers, Eighteenth-Century Citizens," *Consumers and Citizens: Globalization and Multicultural Conflicts* [Minnesota, 2001], pp. 3-34.
6. Manuel Castells, "Conclusion: Making sense of our world," *End of Millenium; The Information Age: Economy, Society and Culture, VOL. 3* [2nd Edition, Blackwell, 2000], pp. 366-391