

CULTURE, COGNITION AND THE MEDIA

920: 572: 01

*Professor Karen A. Cerulo
Department of Sociology*

*Class Time: Wednesday 1:10 to 3:50PM
Location: Lucy Stone Hall, Room A256*

Office: Lucy Stone Hall -- A357
Phone: 445-0022 (campus); 908-317-9727 (home)
Soc. Dept. 445-4035 (to be used in emergencies only)
Email: cerulo@rci.rutgers.edu

Office Hours: Wednesdays: 4:00 – 5:00 PM
Wednesdays and Thursdays: ...*by appointment*

OBJECTIVES

What role do the media play in the development of culture ... and vice-versa? Do media impact contemporary and historical perceptions of reality? Can media create fields of collective cognition? Do media reflect reality, construct it ... or both? This course explores both classical and contemporary excursions on these very complex issues.

In examining the relationship of media, culture, and cognition, we will anchor our inquiry within the elements of the traditional mass communication model:

Who:	Professional sources of message making and their techniques
Says What:	Message content, message structure, framing, schematization, and narrative
How:	Medium as message; technology and perception
To Whom:	Audiences – active or passive
With What	
Effect:	Emotional, behavioral, and socialization effects

BOOKS

All readings for this course can be accessed online via library reserve. Simply 1) Go to <http://www.libraries.rutgers.edu/>, 2) Look at the bar on the left side of the screen and click on “Find Reserves.”, and 3) follow the instructions on the screen.

REQUIREMENTS

This course presents a variety of requirements designed to tap the full array of your academic strengths and skills:

1) **“Deep Thoughts”**: Beginning on week 2 of the semester, each student is expected to come to class with two “reactive” discussion questions derived from the readings assigned for the day. The first question should target a point(s) that you believe constitute a real strength of the material. The second question should deal with a criticism of the material. These questions are designed to focus your thinking and facilitate class discussion. The questions should be original and not the result of a group effort.

Your assignments will be collected and graded on a weekly basis. This work will constitute **15% of your final grade**. **No late papers will be accepted.**

2) **Oral Presentation(s)**: Many of our meetings will devote some *portion* of class time to *student led* discussions. The actual number of presentations will be determined by the size of the class. However, each student will be expected to lead at least *one* such discussion during the semester. If class size is large, two or more students will share the week’s discussion task.

Presentations will be scheduled during the first week of classes. Students will be graded on their performance. These grades will count for **10% of the final grade**.

3) **Toward a Research Paper**: Three short, focused written assignments are part of the course requirements:

A) **Paper Topic and Bibliography**: Each student must propose a research topic addressing any of the substantive areas covered in this course. Students must *provide a one-page description of their project, and generate a list of 12 bibliographic citations* representing their research area. **This assignment will count for 20% of your final grade.**

B) **Summary and Critique of the Literature**: Using the *Social Science Citation Index*, students will identify the four most cited items in their bibliography. Students also will select two additional items from their list – selections driven solely by the student’s intellectual tastes. (Obviously, if you have a list of books, we will negotiate the number of things that you read.) With these six items in hand, students must a) read the materials, b) summarize the writings’ collective contribution to the literature, and c) forward two weaknesses of this literature. Taken as a whole, what do these writings say about the current state of sociological knowledge on your topic? What are the issues and controversies introduced by these materials? What questions do the articles/books pose for the topic you are planning to research? What questions/issues are currently missing from discourse in your field?

This paper should be 5-10 pages in length. It will count for **25% of your final grade.**

Requirements, con't.

C) *Research Proposal*: Students have proposed a research topic and explored some relevant literature. In this assignment students must *revisit and revise the 1-2 page description* of their research topic, expanding it to something akin to an article introduction. Students also are required to *discuss one possible method for studying the problem at hand*. Extra credit will go to students who identify a viable funding source for their project.

This paper should be 5-10 pages in length. It will constitute **25% of your final grade.**

4) **Attendance**: I will view student input as vital to this course. Faithful attendance is a must, and students are expected to come to class prepared and ready to enter discussion.

Attendance and participation will constitute **5% of your final grade.**

✓ **NOTE**: This classroom should be considered a “safe place.” Students are encouraged to engage in discussion and debate *provided that* one’s views are not intended to provoke, insult, or damage another member of the class.

5) **Use Media!!!!!!** During this semester, I expect you to become an avid media user, including television, film, radio, and the Internet. If you are a media addict, Great!!!!!! You now have a legitimate excuse to “feed your habit.” If you hate media, please make this 14 week sacrifice. I think it is important that you experience – first hand – exactly what we are studying.

✓ **NOTE**: As part of your “deep thoughts” assignments, I will also ask that you tell me the most thought provoking media experience of your week.

CLASS SCHEDULE

MTG. 1 (1/23): Introduction to the Class

- ✓ Overview of the Course
- ✓ Discussion of Class Requirements
- ✓ *Lab:* Doing a Literature Review

MTG. 2 (1/30): Let's start at the very beginning: A brief history of early media theories.

- ✓ When Media Met Cognition – The Hypodermic Needle Theory
- ✓ Enter Sociocultural Concerns – The Two Step Flow and One Step Flow Theories

Readings for Today's Class

- 1) Lowery, Shearon A. and DeFleur, Melvin L. 1995. "The Invasion from Mars: Radio Panics America." Pp. 45-67 in *Milestones in Mass Communication*. New York: Longman.
- 2) Lowery, Shearon A. and DeFleur, Melvin L. 1995. "The People's Choice: The Media in a Political Campaign." Pp. 69-92 in *Milestones in Mass Communication*. New York: Longman.

Selected Bibliography

Original Studies

- Cantril, H., Gaudet, H., and Herzog, H. 1940. *The Invasion From Mars*. Princeton, NJ: Princeton Univ. Press.
- Lazarsfeld, Paul F., Berelson, Bernard, and Gaudet, Harold. 1944. *The People's Choice*. New York: Harper and Rowe.
- Katz, Elihu and Lazarsfeld, Paul F. 1955. *Personal Influence*. Glencoe, IL: Free Press.
- Peterson, R. C. and Thrustone, L. L. 1933. *Motion Pictures and Social Attitudes*. New York: Macmillan.

Summaries and Excerpts

- DeFleur, Melvin and Ball-Rokeach, Sandra. 1989. *Theories of Mass Communication*. New York: Longman.
- Lowery, Shearon A. and DeFleur, Melvin. 1995. *Milestones in Mass Communication*. New York: Longman.

(Mtg. 2, con't)

General Sourcebooks and Articles on Theory and History

- Baron, Stanley J. and Davis, Dennis K. 2005. *Mass Communication Theory: Foundations, Ferment, and Future*. Belmont, CA: Wadsworth.
- Benson, Rodney. 2005. "Bringing the Sociology of Media Back In." *Political Communication* 21: 275-292.
- Briggs, Asa and Burke, Peter. 2001. *A Social History of the Media: From Gutenberg to the Internet*. London: Polity.
- Bryant, Jennings and Miron, Dorina. 2004. "Theory and Research in Mass Communication." *Journal of Communication* 54: 4: 662-704.
- McQuail, Dennis. 2005. *McQuail's Mass Communication Theory*, 5th edit.. Thousand Oaks, CA: Sage.

Classical Foundations for Mass Media Theory

- Comte, Auguste. 1915 [1830-1842]. *The Positive Philosophy*. Trans. Harriet Martineau. London: George Bell and Sons.
- Durkheim, Emile. 1964 [1893]. *The Division of Labor in Society*. Trans. George Simpson. New York: Free Press.
- Spencer, Herbert. 1898 [1876]. *The Principles of Sociology*. New York: D. Appleton.
- Tonnies, Ferdinand. 1957 [1887]. *Community and Society* (*Gemeinschaft and Gesellschaft*) Trans. Charles P. Loomis. East Lansing, MI: Michigan State University Press.

MTG. 3 (2/6): Who – Professional Sources.

Today, we'll examine research on professional sources, noting the factors that are thought to enhance the communicator's effectiveness with an audience.

- ✓ Credibility: The Hovland Studies
- ✓ Trustworthiness: Merton, Beniger, and Pseudo Community
- ✓ "Physical" Appearance: Not what you might expect (*student led discussion*)

Readings for Today's Class

- 1) Lowery, Shearon A. and DeFleur, Melvin L. 1995. "Communication and Persuasion: The Search for the Magic Keys." Pp. 165-174 in *Milestones in Mass Communication*. New York: Longman.
- 2) Beniger, James R. 1987. "The Personalization of Mass Media and the Growth of Pseudo Community." *Communication Research* 14: 3: 352-371.

(Assignment continued on next page.)

(Mtg. 3, con't.)

- 3) Reeves, Byron and Nass, Clifford I. 1996. "Source Orientation," Pp. 181-189 in *The Media Equation*. New York: Cambridge University Press.
 - 4) *Tamborini, Ron and Skalski, Paul. 2005. "Vividness, Social Presence, and Persuasion: Reconsidering the Influence of Modality on Attitude Formation." Presented at the Annual Meetings of the International Communication Association, New York, NY. ***(For student presentation)**
 - 5) *Warnick, Barbara. 2004. "Online Ethos: Source Credibility in an "Authorless" Environment. *American Behavioral Scientist* 48: 2: 256-265. ***(For student presentation)**
 - 6) *Ogle, Jennifer Paff; Eckman, Molly; Leslie, Catherine Amoroso. 2003. "Appearance Cues and the Shootings at Columbine High: Constructing a Social Problem in the Print Media." *Sociological Inquiry* 73: 1: 1-27. ***(For student presentation)**
- Student presenters: Let's focus on this issue – what do credibility and trust look like in today's hi-tech world? How do we recognize it?*

Selected Bibliography

Credibility

- Eastin, Matthew S.; Yang, Mong-Shan; Nathanson, Amy I.. 2006. "Children of the Net: An Empirical Exploration Into the Evaluation of Internet Content." *Journal of Broadcasting & Electronic Media* 50: 2: 211-230
- Hovland, Carl, Janis, Irving, Kelley, Harold R. 1953. *Communication and Persuasion*. New Haven: Yale Univ. Press.
- Hess, Stephen. 1981. *The Washington Reporters*. Washington, DC: Brookings Institution.
- Metzger, Miriam J., Flanagan, Andrew J., Eyal, Keren, Lemus, Daisy R., and McCann, Robert M. 2005. "Credibility for the 21st Century: Integrating Perspectives on Source, Message and Media Credibility in the Contemporary Media Environment." *Communication Yearbook* 27: 293-335
- Ohanian, R. 1991. "The Impact of Celebrity Spokesperson's Perceived Image on Consumers' Intention to Purchase." *Journal of Advertising Research* 31: 1: 46-54.
- Pornpitakpan, Chanthika. 2004. "The Persuasiveness of Source Credibility: A Critical Review of Five Decades' Evidence." *Journal of Applied Social Psychology* 34: 2: 243-281.
- Reeves, Byron and Nass, Clifford I. 1996. "Source Orientation," Pp. 181-189 in *The Media Equation*. New York: Cambridge University Press.

(Mtg. 3, Con't)

_____. 1996. "Specialists," Pp. 143-152 in *The Media Equation*. New York: Cambridge University Press.

Reyers, G. Mitchell. 2006. "The Swift-Boat Veterans for Truth, The Politics of Realism, and the Manipulation of Vietnam Remembrance in the 2004 Presidential Election." *Rhetoric and Public Affairs* 9: 4: 571-600.

Sejung, Marina Choi and Wei-Na, Lee. 2007. "Understanding the Impact of Direct-To-Consumer (DTC) Pharmaceutical Advertising on Patient-Physician Interactions." *Journal of Advertising* 36: 3: 137-149.

Yoon, Kak; Kim, Choong Hyun; Kim, Min-Sun. 1998. "A Cross-Cultural Comparison of the Effects of Source Credibility on Attitudes and Behavioral Intentions." *Mass Communication and Society* 1: 3-4: 153-173.

Trustworthiness

Beniger, James R. 1987. "The Personalization of Mass Media and the Growth of Pseudo Community." *Communication Research* 14: 3: 352-371.

Kohring, Matthias; Matthes, Jörg. 2007. "Trust in News Media." *Communication Research* 34:2: 231-252.

McCrosky, J.C. and Teven, J. J. 1999. "Goodwill: A Reexamination of the Construct and Its Measurement." *Communication Monographs* 66: 1: 1-30.

Merton, Robert. [1948] 1968. *Mass Persuasion: The Social Psychology of the War Bond Drive*. New York: Free Press.

Okazaki, Shintaro, Katsukara, Akihiro, and Nishiyama, Mamoru. 2007. "How Mobile Advertising Works: The Role of Trust in Improving Attitudes and Recall." *Journal of Advertising Research* 47: 2: 165-178.

Physical Appearance

Ogle, Jennifer Paff; Eckman, Molly; Leslie, Catherine Amoroso. 2003. "Appearance Cues and the Shootings at Columbine High: Constructing a Social Problem in the Print Media." *Sociological Inquiry* 73: 1: 1-27.

Tamborini, Ron and Skalski, Paul. 2005. "Vividness, Social Presence, and Persuasion: Reconsidering the Influence of Modality on Attitude Formation." Presented at the Annual Meetings of the International Communication Association, New York, NY.

Warnick, Barbara. 2004. "Online Ethos: Source Credibility in an "Authorless" Environment." *American Behavioral Scientist* 48: 2: 256-265.

MTG. 4 (2/13): Says What – Media Messages, Part I.

We will spend today's class examining message content and its manipulation. Topics include:

- ✓ Priming and Agenda Setting: Establishing a mental menu
- ✓ Reality vs. Knowledge
- ✓ Frames and Schemata
- ✓ Fear: A case in point (*student led discussion*)

Readings for Today's class

Part 1:

- 1) Conrad, Peter. 1997. "Public Eyes and Private Genes: Historical Frames, News Constructions, and Social Problems." *Social Problems* 44: 2: 139-154.
- 2) Roskos-Ewoldsen, Beverly, Davies, John, and Roskos-Ewoldsen, David R. 2004. "Implications of the Mental Models Approach for Cultivation Theory." *Communications* 29: 345-363.

*Part 2: *(For student presentation)*

- 1) *Altheide, David L. 1997. "The News Media, The Problem Frame, and the Production of Fear" *Sociological Quarterly* 38: 646-668.
- 2) *_____. 2002b. "Tracking Discourse." Pp. 172-186 in K. A. Cerulo (ed.) *Culture in Mind: Toward A Sociology of Culture and Cognition*. New York/London: Routledge
- 3) *Glassner, Barry. 1999. *The Culture of Fear*. Pp. xi – 49. New York: Basic Books.

Selected Bibliography

Agenda Setting

- Carey, Benedict. 2007. "Who's Minding the Mind?" *The New York Times* (July 31) Mental Health and Behavior: 1-2.
- Cohen, Bernard C. 1963. *The Press and Foreign Policy*. Princeton, NJ: Princeton University Press.
- Coleman, Renita and Banning, Stephen. 2006. "Network TV News' Affective Framing of the Presidential Candidates: Evidence for a Second Level Agenda Setting Effect Through Visual Framing." *Journalism and Mass Communication Quarterly* 83: 2: 313-328.
- Iyengar, Shanto and Kinder, Donald R. 1987. *News That Matters: Television and American Opinion*. Chicago: University of Chicago Press.
- Kiousis, Spiro. 2003. "Job Approval and Favorability: The Impact of Media Attention to the Monica Lewinsky Scandal on Public Opinion of President Bill Clinton." *Mass Communication & Society*, 6: 4: 435-451

(Mtg. 4, Con't)

Lang, Kurt, and Lang, Gladys. 1983. *The Battle for Public Opinion: The President, the Press, and the Polls During Watergate*. New York: Columbia University Press.

Lippman, Walter. 1922. *Public Opinion*. New York: Macmillan.

McCombs, Maxwell E. and Shaw, Donald. 1972. "The Agenda Setting Function of Mass Media." *Public Opinion Quarterly* 36: 2: 176-187.

Takeshita, Toshio 2006. "Current Critical Problems in Agenda Setting Research." *International Journal of Public Opinion Research* 18: 3: 275-296.

Social Constructionism: Reality vs. Knowledge:

Berger, Peter L. and Luckmann, Thomas. 1967. *The Social Construction of Reality*. New York: Anchor.

Boeckmann, Klaus. 1990. "Loss of Reality Through the Media." *Communications* 15: 1-2: 9-20.

Luhmann, Niklas. 2000 [1996]. *The Reality of the Mass Media*. Stanford, CA: Stanford University Press.

Social Constructionism: Frames and Schemata

Andsager, Julie L. 2000. "How Interest Groups Attempt to Shape Public Opinion with Competing News Frames.: *Journalism & Mass Communication Quarterly* 77: 3: 577-592

Benson, Rodney and Saguy, Abigail C. 2005. "Constructing Social Problems in an Age of Globalization: A French-American Comparison." *American Sociological Review* 70: 2: 233-259.

Bichard, Shannon L. 2006. "Building Blogs: A Multi-Dimensional Analysis of the Distribution of Frames on the 2004 Presidential Candidate web Sites." *Journalism and Mass Communication Quarterly* 83: 2: 329-345.

Brewer, Paul R. 2003. "Values, Political Knowledge, and Public Opinion about Gay Rights: A Framing-Based Account." *Public Opinion Quarterly*, 67: 2: 173-201

Conrad, Peter. 1997. "Public Eyes and Private Genes: Historical Frames, News Constructions, and Social Problems." *Social Problems* 44: 2: 139-154

Ferree, Myra Marx; Gamson, William A.; Gerhards, J.; and Rucht, D. 2001. *Shaping Abortion Discourse: Democracy and the Public Sphere in Germany and the United States*. New York: Cambridge University Press.

Feldman, Jeffrey. 2007. *Framing the Debate: Famous Presidential Speeches and How Progressives Can Use Them to Change the Conversation (And Win Elections)*. New York: Ig Publishing.

(Mtg. 4, con't)

- Gamson, William; Croteau, David; Hoynes, William; and Sasson, Theodore. 1992. "Media Images and the Social Construction of Reality." *Annual Review of Sociology* 18: 373-393.
- Goffman, Erving. 1974. *Frame Analysis*. New York: Harper Colophon.
- _____. 1976. *Gender Advertisements*. New York: Harper Colophon.
- Johnson-Cartee, Karen S. 2004. *news Narratives and News Framing: Constructing Political Reality*. Boston: Rowman & Littlefield Publishers, Inc
- Kitzinger, Jenny. 2004. *Framing Abuse: Media Influences and Public Understandings of Sexual Violence Against Children*. London: Pluto.
- McCombs, Maxwell E. and Ghanem. 2001. "The Convergence of Agenda Setting and Framing." In S. D. Reese, O. H. Gandy, and A. E. Grant, eds. *Framing Public Life: Perspectives on the Media and Our Understanding of the Social World*. Mahwah, NJ: Erlbaum
- Norris, Pippa, Just, Marion R., and Kern, Montague. 2003. *Framing Terrorism: The News Media, the Government, and the Public*. New York: Routledge.
- Priest, Susanna Hornig and Ten Eyck, Toby. 2003. "News Coverage of Biotechnology Debates." *Society* 40: 6: 29-34.
- Reese, Stephen D., Gandy, Oscar H. Jr. 2003. *Framing Public Life: Perspectives on Media and Our Understanding of the Social World*. Saddle River, NJ: Lawrence Erlbaum.
- Scheufele, Dietram. 2000. "Agenda-Setting, Priming, and Framing Revisited: Another Look at Cognitive Effects of Political Communication." *Mass Communication and Society* 3: 297-316.
- Seale, Clive. 2003. *Media and Health*. London: Sage.
- Wojcieszak, Magdalena E. 2007. "Al-Jazeera: A Challenge to Traditional Framing Research." *The International Communication Gazette* 69: 2: 115-128.
- Marxist and Hegemonic Approaches to Content Selection: The Power of the Elite:*
- Althusser, Louis. 1971. "Ideology and Ideological State Apparatuses," in *Lenin and Philosophy and Other Essays*. London: New Left Books.
- Chomsky, Noam. 1991. *Deterring Democracy*. New York: Verso.
- Gitlin, Todd. 2000. *Inside Prime Time*. Berkeley, CA: University of California Press.
- Gramsci, Antonio. 1968. *Prison Notebooks*. London: Lawrence and Wishart.
- Hall, Stuart. 1977. "Culture, the Media, and Ideological Effect." Pp. 315-348 in J. Curran et al. (eds.) *Mass Communication and Society*. London: Edward Arnold.

(Mtg. 4, con't)

_____. 1982. "The Rediscovery of Ideology: Return of the Repressed in Media Studies," in M. Gurevitch et al. (eds.) *Culture, Society and the Media*. New York: Methuen.

Jones, Steven J. 2006. *Antonio Gramsci*. New York: Routledge.

Kumar, Krishan. 1975. "Holding the Middle Ground." *Sociology* 9: 3: 67-88.

Schiller, Herbert I. 2000. *Living in the Number One Country: Reflections from a Critic of American Empire*. New York: Seven Stories Press.

Williams, Raymond. 1967. *Communication*. New York: Barnes and Noble.

Production of Culture

Peterson, Richard A. and Anand, N. 2004. "The Production of Culture Perspective." *Annual Review of Sociology* 30: 311-334.

Cultivation Analysis

Gerbner, George. 1976. "Living With Television: The Violence Profile." *Journal of Communication* 26: 173-199.

Roskos-Ewoldsen, Beverly, Davies, John, and Roskos-Ewoldsen, David R. 2004. "Implications of the Mental Models Approach for Cultivation Theory." *Communications* 29: 345-363.

Signorielli, Nancy and Morgan, Michael. 1990. *Cultivation Analysis: New Directions in Media Effects Research*. Newbury Park, CA: Sage.

The News

Altheide, David. 1976. *Creating Reality: How TV News Distorts Events*. Beverly Hills, CA: Sage.

_____. 1997. "The News Media, The Problem Frame, and the Production of Fear" *Sociological Quarterly* 38: 646-668.

Chun, Wendy Hui Kyong and Keena, Thomas W. (eds.). 2005. *New media, Old media: A History and Theory Reader*. New York: Routledge.

Farnsworth, Stephen J. and Lichter, Robert. 2005. *Mediated Presidency: Television news and Presidential Governance*. New York: Routledge.

Gans, Herbert. 1979. *Deciding What's News*. New York: Vintage.

Jamieson, Kathleen Hall and Campbell, Karylin Kohrs. 2001. "News as Persuasion." Pp. 83-121 in *The Interplay of Influence*. Belmont, CA: Wadsworth.

Schlesinger, Philip. 1978. *Putting 'Reality' Together: BBC News*. London: Methuen.

Schudson, Michael. 2003. *The Sociology of News*. New York: W. W. Norton.

(Mtg. 4, con't)

Tuchman, Gaye. 1978. *Making News: A Study in the Construction of Reality*. New York: Free Press.

Willis, Jim. 2007. *The Media Effect: How the News Influences Politics and Government*. New York: Praeger.

Constructing Fear

Altheide, David L. 2004. "Consuming Terrorism." *Symbolic Interaction* 27: 3: 289-308.

_____. 2002a. *Creating Fear: News and the Construction of Crisis*. New York: Aldine de Gruyter.

_____. 2002b. "Tracking Discourse." Pp. 172-186 in K. A. Cerulo (ed.) *Culture in Mind: Toward A Sociology of Culture and Cognition*. New York/London: Routledge

Best, Joel. 1999. *Random Violence: How We Talk About New Crimes and New Victims*. Berkeley, CA: University of California Press.

Federman, Joseph (ed). 1998. "Findings." Pp. 26-32 in *National Television Violence Study, Vol. 3 Executive Summary*. Santa Barbara, CA: University of California Santa Barbara, Center for Communication and Social Policy.

Glassner, Barry. 1999. *The Culture of Fear*. New York: Basic Books.

Nacos, Brigette L. 2006. *Fueling Our Fears: Stereotyping, Media Coverage, and Public Opinion of Muslim Americans* Boston: Rowan and Littlefield.

Rivers, Caryl. 2007. *Selling Anxiety: How the News Media Scare Women*. Hanover, New Hampshire: UPNE

Schlesinger, Philip, Murdock, Peter G. and Elliot, Phillip. 1983. *Televising "Terrorism": Political Violence in Popular Culture*. London: Comedia.

Does It All Matter?

Chaffee, Steven H. and Metzger, Miriam J. 2001. "The End of Mass Communication?" *Mass Communication & Society* 4: 4: 365-379

Williams, Bruce A.; Carpini, Delli; x, Michael. 2004. "Monica and Bill All the Time and Everywhere: The Collapse of Gatekeeping and Agenda Setting in the New Media Environment." *American Behavioral Scientist* 47: 9: 1208-1230.

MTG. 5 (2/20): Says What – Media Messages, Part II.

We continue our examination of messages, turning this week to an exploration of media narration.

Readings for Today's Class

1) Kosloff, Sarah. 1992. "Narrative Theory and Television." Pp. 67-100 in R. C. Allen (ed.), *Channels of Discourse Reassembled*, 2nd edit. Chapel Hill/London: Univ. of North Carolina Press.

****(For student presentation)***

- 1) *Zelizer, Barbie. 1990. "Achieving Journalistic Authority Through Narrative." *Critical Studies In Mass Communication*: 7: 4: 366-376.
- 2) *Kitch, Carolyn. 2002. "A Death in the American Family: Myth, Memory and National Values in the Media Mourning of John F. Kennedy Jr." *Journalism and Mass Communication Quarterly* 79: 2: 294-309.
- 3) *Fine, Gary Alan, and White, Ryan D. 2002. "Creating Collective Attention in the Public Domain: Human Interest Narratives and the Rescue of Floyd Collins." *Social Forces* 81: 1: 57-85.
- 4) *Glassman, Barry. 2004. "Narrative Technique of Fear Mongering." *Social Research*. 71: 4: 819-826

Selected Bibliography

Altheide, David L. and Grimes, Jennifer N. 2005. ar-Programming: The Propaganda project and the Iraq War." *The Sociological Inquiry* 46: 4: 617-643.

Bird, S. Elizabeth and Dardenne, Robert W. 1988. "Myth, Chronicle, and Story: Exploring the Narrative Qualities of News." Pp. 67-86 in John. Carey (ed.), *Media, Myths and Narratives: Television and the Press*. Beverly Hills, CA: Sage.

Brooks, Abigail. "Under the Knife and Proud of It": An Analysis of the Normalization of Cosmetic Surgery. *Critical Sociology* 30: 2: 207-239

Carey, John. 1989. *Communication As Culture: Essays on Media and Society*. Winchester, MA: Unwin and Hyman.

Cerulo, Karen A. 1997. *Deciphering Violence: The Cognitive Structure of Right and Wrong*. New York: Routledge.

Dillon, Michelle. 1993. *Debating Divorce: Moral Conflict In Ireland*. Lexington: Univ. Press of Kentucky.

_____. 1996. "Cultural Differences in the Abortion Discourse of the Catholic Church: Evidence from Four Countries" *Sociology of Religion* 57: 1: 25-36.

Dobkin, Bethany. 1992. "Paper Tigers and Video Postcards: The Rhetorical Dimensions of Narrative Form in ABC News Coverage of Terrorism." *Western Journal of Communication* 56: Spring: 143-160.

(Mtg. 5, con't)

- Eason, David. 1981. "Telling Stories and Making Sense." *Journal of Popular Culture* 15: 2: 125-129.
- Elliott, D. 1988. "Family Ties: A Case Study of Coverage of Family and Friends During the Hijacking of TWA Flight 847" *Political Communication and Persuasion* 5: 67-75.
- Fine, Gary Alan. 2002. "Creating Collective Attention in the Public Domain: HumanInterest Narratives and the Rescue of Floyd Collins." *Social Forces* 81: 1: 57-85.
- Fiske, John. 1986. "Television, Polysemy and Popularity: *Critical Studies in Mass Communication* 3: 391-408.
- Fiske, John. and Hartley, J. 1978. *Reading Television*. London: Methuen and Co.
- Gurevitch, Michael. and Kavoori, A. P. 1994. Global Texts, Narrativity, and the Construction of Local and Global Meanings in Television News." *Journal of Narrative and Life History* 4: 1&2: 2-24.
- Gurevitch, Michael. and Levy, M. 1986. "Information and Meaning: Audience Explanations of Social Issues" pp. 159-175 in J. Robinson and M. Levy (eds.) *The Main Source*. Beverly and London: Sage.
- Herman, David. (ed.). 2007. *The Cambridge Companion to Narrative*. New York: Cambridge University Press.
- Huisman, Rosemary, Murphet, Julian, Dunn, Ann, and Fulton, Helen. 2006. *Narrative and Media*. New York: Cambridge University Press.
- Jacobs, Ronald. N. 1996. "Civil Society and Crisis: Culture, Discourse, and the Rodney King Beating." *American Journal of Sociology* 101: 5: 1238-1272.
- Jackson, Stevi. 2007. "The Appalling Appeal of Nature: The Popular Influence of Evolutionary Psychology as a Problem for Sociology." *Sociology* 41: 5: 917-930.
- Kitch, Carolyn. 2002. "A Death in the American Family: Myth, Memory and National Values in the Media Mourning of John F. Kennedy Jr." *Journalism and Mass Communication Quarterly* 79: 2: 294-309.
- Kosloff, Sarah. 1992. "Narrative Theory and Television." Pp. 67-100 in R. C. Allen (ed.), *Channels of Discourse Rassembled*, 2nd edit. Chapel Hill/London: Univ. of North Carolina Press.
- Reyes, G. Mitchell. 2006. "The Swift Boat Veterans for Truth, the Politics of Realism, and the Manipulation of Vietnam Remembrance in the 2004 Presidential Election." *Rhetoric and Public Affairs* 9: 4: 571-600.
- Rivers, Caryl. 2007. *Selling Anxiety: How the News Media Scare Women*. Hanover, New Hampshire: UPNE

(Mtg. 5, con't)

- Roeh, I. 1989. "Don't Confuse Me With The Facts: Story Telling In The News" *American Behavioral Scientist* 32: ? : 162-168.
- Ryan, Marie-Laurie. 2004. *Narrative AcrossMmedia:Tthe Languages of Storytelling*. Lincoln: University of Nebraska Press.
- Sumiala-Seppanen, Johanna and Sticchetti, Matteo. 2007. "Father of the Nation or ArchTerrorist? Media Rituals and Images of the Death of Yassir Arafat." *Media , Culture and Society* 29: 2: 336-343.
- Swanson-Golberg, Elizabeth. 2007. *Beyond Terror: Gender, Narrative, Human Rights*. New Brunswick, NJ: Rutgers University Press.
- Zelizer, Barbie. 1990. "Achieving Journalistic Authority Through Narrative." *Critical Studies In Mass Communication*: 7: 4: 366-376.

MTG. 6 (2/27): Class Presentations of Research Abstracts

Students will prepare a short presentation of their proposed research topics. Class members should be prepared to offer constructive feedback on each proposal, helping presenters to limit, focus, or strengthen their topics.

Assignment 1 due today – 2/27

No late papers accepted!

MTG. 7 (3/5): Says What – Media Messages, Part III.

We continue our examination of messages, turning this week to an exploration of message structure and its manipulation. A full discussion requires a “crash course” in semiotics. Today's topics include:

- ✓ Structure as Meaning
- ✓ Social Semiotics

Readings for Today's Class

- 1) Chandler, Daniel. 2004. *Semiotics: The Basics* New York: Routledge, Pp. 79-173.
- 2) Cerulo, Karen A. 1995. *Identity Designs* (ASA Rose Book Series), Chapter 4 (pp. 75-90) **or** Chapter 5 (pp. 91-116). New Brunswick, NJ: Rutgers University Press.
- 3) _____. 1998. *Deciphering Violence: the Cognitive Structure of Right and Wrong*, Chapter 3. New York/London: Routledge.

(Mtg. 7, con't)

Selected Bibliography

Theoretical Works

- Barthes, R. 1977. *Image-Music-Text: Essays Selected and Translated by S. Heath*. Glasgow: Fontana Collins.
- _____. 1985. *The Responsibility of Forms* New York: Hill and Wang. Chapter 1.
- Corner, J. 1986. "Codes and Cultural Analysis." in *Media, Culture, and Society* R. Collins, J. Curran, N. Garnham, P. Scannell, P. Schlesinger, and C. Sparks (eds.) London: Sage. pp. 49-62.
- Douglas, M. 1975. *Implicit Meanings* London: Routledge and Kegan Paul.
- _____. 1970. *Natural Symbols* New York: Pantheon. Chapter 3.
- Eco, U. 1976. *Theory of Semiotics*. Bloomington, IN: University of Indiana press.
- _____. 1985. "How Culture Conditions the Colors We See." Pp. 157-175 in (M. Blonsky, ed.) *On Signs*. Baltimore, MD: Johns Hopkins Press.
- Goffman, E. 1974. *Frame Analysis* New York: Harper Colophon.
- Gombrich, E. H. 1960. *Art and Illusion: A Study in the Psychology of Pictorial Representation*. New York: Phaidon.
- _____. 1981. "Image and Code: Scope and Limits of Convention in Pictorial Representation." in W. Steiner (ed.) *Image and Code*. Ann Arbor: Univ. of Michigan Press.
- Hervey, S. 1982. *Semiotic Perspectives* New York: Free Press.
- Hodge, R. and G. Kress. 1988. *Social Semiotics* Ithaca: Cornell Univ. Press. Chapters 1 and 4.
- Koffka, K. 1935. *Principles of Gestalt Psychology* New York: Harcourt, Brace and Co.
- Kohler, W. 1947. *Gestalt Psychology* New York: Liverright.
- Language In Culture and Society* 1964. D. Hymes (ed.). New York: Harper and Row.
- Leach, E. 1976. *Culture and Communication* Cambridge: Cambridge Univ. Press.
- Peirce, Charles Sanders. *Peirce on Signs: Writings on Semiotics*.
- Sapir, E. 1949. *Selected Writings in Culture, Language, and Personality* Berkeley: Univ. of California Press.
- de Saussure, F. 1959. *Course in General Linguistics* New York: Philosophical Library. Chapters 1-3.

(Mtg. 7, con't)

Empirical Applications

- Bell, Philip; Milic, Marko. 2002. "Goffman's Gender Advertisements Revisited: Combining Content Analysis with Semiotic Analysis." *Visual Communication* 1: 2: 203-222
- Bergesen, A. 1979. "Spirituals, Jazz, Blues, and Folk Music." pp. 333-350 in R. Wuthnow (ed.) *The Religious Dimension*. New York: Academic Press.
- _____. 1984. "The Semantic Equation: A Theory of the Social Origins of Art Styles." in R. Collins (ed.) *Sociological Theory* San Francisco: Josey Bass. pp. 187-221.
- _____. 1992. "A Theory of Pictorial Discourse." Pp. 158-168 in *Vocabularies of Public Life* R. Wuthnow edit. London: Routledge
- Bergesen, A., and A. Jones. 1992. "Decoding the Syntax of Modern Dance." Pp. 169-181 in *Vocabularies of Public Life*, R. Wuthnow edit. London: Routledge
- Bernstein, B. 1971. *Class, Codes, and Control* London: Routledge and Kegan Paul. Chapter 8.
- Cerulo, Karen A. 1995. *Identity Designs: The Sights and Sounds of a Nation* (ASA Rose Book Series). New Brunswick, NJ: Rutgers University Press.
- _____. 1998. *Deciphering Violence: the Cognitive Structure of Right and Wrong*, New York/London: Routledge.
- Evans, Jessica Ed; Hall, Stuart Ed. 1999. *Visual Culture: the Reader*. London: Sage.
- Giles, H. and J. M. Wiemann. 1987. "Language, Social Comparison, and Power" in *The Handbook of Communication Science* C. Berger and S. Chaffee (eds.) Newbury Park: Sage. pp. 350-384.
- Henley, Nancy M.; Miller, Michelle; Beazley, Jo Anne. 1995. "Syntax, Semantics, and Sexual Violence: Agency and the Passive Voice." *Journal of Language and Social Psychology* 14: 1-2: 60-84.
- Shortell, Timothy. 2004. "The Decline of the Public Sphere: A Semiotic Analysis of the Rhetoric of Race in New York City." *Research in Urban Sociology* 7: 159-177
- Vannini, Phillip. 2004. "The Meanings of a Star: Interpreting Music Fans' Reviews." *Symbolic Interaction* 27: 1: 47-69

Review Articles and Books

- Chandler, Daniel. 2004. *Semiotics: The Basics* New York: Routledge, Pp. 79-173.
- Bignell, Jonathan. 2002. *Media Semiotics: An Introduction*, 2nd edit. Manchester: Manchester University Press
- Danesi, Marcel. 2002. *Understanding Media Semiotics*. New York/London: Arnold, Pp. 178-200.

(Mtg. 7, con't)

_____. 2007. *The Quest for Meaning: A Guide to Semiotic Theory and Practice*. Toronto: Univ. of Toronto Press.

Jepperson, R. L. and Swidler, A. 1994. "What Properties of Culture Should We Measure?" *Poetics* 22: 359-371.

Mohr, J. 1998. "Measuring Meaning Structures." *Annual Review of Sociology* 24: 345-370.

Seiter, Ellen. 1992. "Semiotics, Structuralism and Television," Pp. 31-66 in Robert C. Allen (ed.), *Channels of Discourse, Reassembled: Television and Contemporary Criticism*. Chapel Hill/London: University of North Carolina Press.

MTG. 8 (3/12): Says What – Media Messages, Part IV.

We continue our discussion of semiotics and message structure, emphasizing breaks with communication norms. Topics include:

- ✓ Domain and Domain Violations
- ✓ Symantic, Syntactic, and Sequential Deviance

Readings for Today's Class

- 1) Boyer, Pascal & Barrett, H. Clark (2005). Evolved Intuitive Ontology: Integrating Neural, Behavioral and Developmental Aspects of Domain-Specificity. In David Buss (Ed.), *Handbook of Evolutionary Psychology*, New York: Wiley.
- 2) Cerulo, Karen A. 1995. "Designs on the White House: TV Ads, Message Structure, and Election Outcome." *Research In Political Sociology* vol. 7: 63-88.
- 3) _____. *Identity Designs: The Sights and Sounds of a Nation* Chapter 6. (ASA Rose Book Series), New Brunswick, NJ: Rutgers University Press.

Selected Bibliography

Boyer, Pascal & Barrett, H. Clark. 2005. Evolved Intuitive Ontology: Integrating Neural, Behavioral and Developmental Aspects of Domain-Specificity. In David Buss (Ed.), *Handbook of Evolutionary Psychology*, New York: Wiley.

Boyer, Pascal (2003) Religious Thought and Behaviour As By-products of Brain Function. *Trends in Cognitive Sciences* Vol. 7No. 3March2003 ,119 -124.

Carey, Benedict. 2007. "Who's Minding the Mind?" *The New York Times* (July 31) Mental health and Behavior: 1-2.

Cerulo, Karen A. 1988. "What's Wrong With This Picture?" *Communication Research* 15: 1: 93-101.

(Mtg. 8, con't)

- _____. 1995. "Designs on the White House: TV Ads, Message Structure, and Election Outcome." *Research In Political Sociology* vol. 7: 63-88.
- _____. 1997. *Deciphering Violence: The Cognitive Structure of Right and Wrong*. New York/London: Routledge. Chapters 1 and 3.
- _____. *Identity Designs: The Sights and Sounds of a Nation* (ASA Rose Book Series), New Brunswick, NJ: Rutgers University Press.
- Ericson, R. V., Baranek, P. M., Chan, J. B. L. 1991. *Representing Order: Crime, Law, and Justice in the News Media* Toronto: Univ. of Toronto Press. Chapter 2.
- Gelman, Susan A. 1994. *Mapping the Mind: Domain Specificity in Cognition and Culture*. New York: Cambridge Univ. Press.
- Harris, Peter R. and Napper, Lucy. 2005. "Self-Affirmation and the Biased Processing of Threatening Health-Risk Information." *Personality and Social Psychology Bulletin* 31: 9: 1250-1263.
- Keil, Frank C. 2007. "Biology and Beyond: Domain Specificity in a Broader Developmental Context." *Human Development* 50: 1: 31-38.
- Roberts, Maxwell. 2007. *Integrating the Mind: Domain General Versus Domain Specific Processes in Higher Cognition* New York: Routledge.

Cut Loose – Spring Break!

MTG. 9 (3/26) How: The Medium is the Message

This literature begins from the premise that specific technologies alter messages in ways that confer specific meaning. McLuhan is generally credited with initiating this dialogue. And based on McLuhan's ideas, scholars have begun to examine the ways in which both the forms and the prevalence of communication technologies can alter the very character of social factors such as actors, identity, and connections.

Readings for Today's Class

- 1) McLuhan, Marshall. 1964. *Understanding Media*. New York: McGraw Hill. Pp 7-32.
- 2) Cerulo, K. and Ruane, J. 1998 "Coming Together New Taxonomies for the Analysis of Social Relations." *Sociological Inquiry* 68 3: 398-425.

(For student presentation)

- 3) *Hanson, F. Allan. 2007. *The Trouble with Culture: How Computers Are Calming the Culture Wars*: Pp. 1-15; 33-71. Albany: SUNY Press (*Note: this is an especially good example of the intersection between cognitive science and sociology.*)

(Meeting 9 continued)

Selected Bibliography

The Blessing of Technology

McLuhan, Marshall. 1964. *Understanding Media*. New York: McGraw Hill.

Haythornwaithe, Caroline and Wellman, Barry. 2002. *The Internet in Everyday Life*. Malden: Wiley Blackwell.

Reeves, Byron. and Nass, Cliff. 1996. *The Media Equation: How People Treat Computers, Television, and New Media Like Real People and Places*. New York: Cambridge Univ. Press.

Technology as the Devil You Know

Calhoun, Craig. 1998. "Community Without Propinquity Revisited: Communications Technology and the Transformation of the Urban Public Sphere." *Sociological Inquiry* 68: 3: 373-397.

Escobar, Antonio. 1994. "Welcome To Cyberia: Notes on the Anthropology of Cyberculture." *Current Anthropology* 35: 3: 211-231.

Ferraroti, Franco. 1988. *The End of Conversation: The Impact of Mass Media on Modern Society* New York: Greenwood.

Habermas, Jurgen. 1989. *The Structural Transformation of the Public Sphere* trans. by T. Burger. Cambridge: MIT Press.

Halton, Eugene. 2000. "Brain-Suck." Pp. 93-109 in M. Gottdeiner (ed.) *New Forms of Consumption: Consumers, Culture, and Commodification*. Lanham, MD: Rowman and Littlefield.

Marcuse, Herbert. 1964. *One-Dimensional Man* Boston: Beacon Press.

Noll, A. M. 1997. *Highway of Dreams: A Critical View Along the Information Superhighway*. Mahwah, NJ: Erlbaum.

Postman, Neil. 1992. *Technopoly: The Surrender of Culture To Technology*. New York: Knopf.

Stoll, C. 1995. *Silicon Snake Oil: Second Thoughts on the Information Highway*. New York: Doubleday.

Oh Come On – It Ain't That Simple!

Geisler, Eliezer. 2001. *Creating Value with Science and Technology*. Westport, CT: Quorum Books.

Hughes, Thomas P. 2004. *Human Built World: How To Think About Technology and Culture*. Chicago: University of Chicago Press.

(Meeting 9 continued)

- Kirkpatrick, Graeme. 2004. *Critical Technology: A Social Theory of Personal Computing*. London: Ashgate.
- Kleinman, Daniel and Kleinman, Danile Lee. 2005. *Science and Technology in Society: From Biotechnology to the Internet*. Malden: Balckwell.
- Rooksby, Emma and Weckert, John. 2006. *Information technology and Social Justice*. Hershey, PA: IGI Global.
- Rethinking Sociological Concepts: Actors and Identity*
- Cerulo, Karen A. forthcoming 2009. "New Thoguhts on the Social Actor." *Annual Review of Sociology* Volume 35.
- Cerulo, Karen A. and Ruane, Janet M. 1997. "Death Comes Alive: Technology and the Reconceptation of Death." *Science As Culture* 6: 28: 3: 444-466.
- Cerulo, Karen A. and Ruane, Janet M. 2004. "Who Is a Social Actor? Presented at the Annual Meetings of the Eastern Sociological Society. (Presented in today's class)
- Cohen, Chris. R. 2005. "What Does the Photoblog Want?" *media, Culture and Society* 27: 6: 883-901.
- Flichy, Patrice. 2007. *The Internet Imaginaire*. Cambridge: MIT Press.
- Frosh, Paul. 2006. "Telling Presences: Witnesses, Mass media, and the Imagined Lives of Starngers." *Critical Studies in Mass Communication* 23: 4: 265-284.
- Green, Eileen. 2001. *Virtual gender: Technology, Consumption, and Identity Matters*. New York: Routledge.
- Latour, Bruno. 2007. *We Have Never Been Modern*. Cambridge: Harvard University Press.
- Latour, Bruno and Fuller, Steven. 2003. "A Strong Distinction between Humans and Non-Humans Is No Longer Required for Research Purposes: A Debate Between Bruno Latour and Steve Fuller." *History of the Human Sciences* 16: 2: 77-99.
- Law, John and Hassard, John. 2002. *Actor-Network Theory and After*. Oxford: Blackwell.
- McCarthy , John and Wright, Peter. 2004. *Technology as Experience*. Cambridge: MIT press.
- Meyrowitz, Joshua. 1996. "Shifting Worlds of Strangers: Medium Theory and Changes in "Them" versus "Us". *Sociological Inquiry* vol. 67: 4. 59-71.
- Turkle, Sherry. 1995. *Life on the Screen*. New York: Touchstone.
- _____. 1997. "Multiple Subjectivity and Virtual Community at the End of the Freudian Century." *Sociological Inquiry* vol. 67: 4. 72-84.

(Meeting 9 con't.)

_____. 2007. *Evocative Objects: Things We Think With*. Cambridge: Oxford University Press.

Connections

Cerulo, K. and Ruane, J. 1998 "Coming Together New Taxonomies for the Analysis of Social Relations." *Sociological Inquiry* 68 3: 398-425.

Cerulo, Karen A., Ruane, Janet M. and Chayko, Mary. 1990. "Technological Ties That Bind: Media Generated Primary Groups." *Communication Research* 19: 1: 109-129

Chayko, Mary. 2002. *Connecting: How We Form Social Bonds and Communities in the Internet Age*. New York: SUNY Press.

Fiske, John. 1988. *Television Culture* New York: Alfred A. Knopf.

Goldsmith, Jack and Wu, Tim. 2006. *Who Controls the Internet: Illusions of a Borderless World*. New York: Oxford University Press.

Horton, D. and Wohl, R. 1956. "Mass Communication and Para-Social Interaction: Observations on Intimacy at a Distance." *Psychiatry* 19: 3: 215-229.

Howley, Kevin. 2005. *Community Media: People, Places and Communication Technologies*. New York: Cambridge University Press.

Steuer, J. 1992. Defining Virtual Reality: Dimensions Determining Telepresence. *Journal of Communication* 42: 4: 73-93.

General Source Materials on the Internet

Bakardjieva, Maria. 2005. *Internet Society: The Internet in Everyday Life*. Thousand Oaks: Sage.

Dimaggio, Paul et al. 2001. "Social Implications of the Internet." *Annual Review of Sociology* 27: 307-337.

Howard, Philip N. and Jones, Steve. 2004. *Society Online: The Internet in Context*. Thousand Oaks, CA: Sage.

Katz, James E. and Rice, Ronald E. 2002. *Social Consequences of the Internet*. Cambridge, MA: MIT Press

Wellman, Barry and Haythornwaite, Caroline. 2002. *The Internet in Everyday Life*. Oxford: Blackwell.

Assignment 2 due at the end of class.

No late papers accepted!

MTG. 10 (4/2) How: The Medium is the Message, Part II

We continue our examination of technology as message, exploring the ways in which new communication technologies alter our sense of place and our sense of community.

Reading for Today's Class

Part 1:

- 1) Meyrowitz, Joshua. 1989. "The Generalized Elsewhere." *Critical Studies in Mass Communication* 6: 3: 323-334.

*Part 2: *(For student presentation)*

- 2) *Calhoun, Craig. 1998. "Community Without Propinquity Revisited: Communications Technology and the Transformation of the Urban Public Sphere." *Sociological Inquiry* 68: 3: 373-397.
- 3) *Wellman, Barry; Boase, Jeffrey; Chen, Wenhong. 2002. "The Networked Nature of Community Online and Offline." *Information Technology and Society* 1: 1:151-165.

Part 3:

- 4) Cerulo, Karen A. 2002. "Individualism ... pro tem: Reconsidering U.S. Social Relations" Pp. 135-171 in K. A. Cerulo (ed.) *Culture in Mind*. New York: Routledge.
- 5) Putnam, Robert. 2000. *Bowling Alone: The Collapse and Revival of American Community*. New York: Simon and Schuster. Pp. 15-28; 216-246

Selected Bibliography

Technology and Place

- Anderson, Benjamin. 1983. *Imagined Communities*. London: Verso.
- Cerulo, Karen A. and Ruane, Janet M. "Death Comes Alive: Technology and the Reconceptation of Death." *Science As Culture* 6: 28: 3: 444-466.
- Meyrowitz, J. 1986. *No Sense of Place*. New York: Oxford Univ. Press.
- _____. 1989. "The Generalized Elsewhere." *Critical Studies in Mass Communication* 6: 3: 323-334.
- Morley, D and Robins, K. 1995. *Spaces of Identity: Global Media, Electronic Landscapes, and Cultural Boundaries*. London: Routledge.
- Purcell, Kristen. 1997. "Toward A Communication Dialectic: Embedded Technology and the Enhancement of Place." *Sociological Inquiry* vol. 67: 4. 101-112.
- Wood, Andrew F. and Smith, Matthew J. 2004. *iOnline Communication: Linking Technology, Identity and Culture*. Mahwah, NJ: Lawrence Erlbaum.

(Mtg. 10, con't)

Community

- Beniger, J. 1987. "Personalization of Mass Media and the Growth of Pseudo Community." *Communication Research* 14: 3: 352-371.
- Bugeja, Michael. 2005. *Interpersonal Divide: The Search for Community in a Technological Age*. New York: Oxford University Press.
- Calhoun, Craig. 1998. "Community Without Propinquity Revisited: Communications Technology and the Transformation of the Urban Public Sphere." *Sociological Inquiry* 68: 3: 373-397.
- Caughey, J. 1984. *Imaginary Social Worlds* Lincoln: Univ. of Nebraska Press.
- Cerulo, Karen A. 2002. "Individualism ... pro tem: Reconsidering U.S. Social Relations" Pp. 135-171 in K. A. Cerulo (ed.) *Culture in Mind*. New York: Routledge.
- Cerulo, Karen A., Ruane, Janet M. and Chayko, Mary. 1990. "Technological Ties That Bind: Media Generated Primary Groups." *Communication Research* 19: 1: 109-129.
- Cole, Jeffrey and Robinson, John P. 2002. "Internet Use and Sociability in the UCLA Data: A Simplified MVA Analysis." *Information Technology and Society* 1: 1: 202-218.
- Dutta-Bergman, Mohan J. 2005. "Access to the Internet in the Context of Community Participation and Community Satisfaction." *New Media and Society* 7: 1: 89-109.
- Fiske, John. 1988. *Television Culture* New York: Alfred A. Knopf.
- Fisher, Claude. 1997. "Technology and Community: Historical Complexities." *Sociological Inquiry* 67: 1: 113-118.
- Giles, David. 2006. "Constructing Identities in Cyberspace: The Case of Eating Disorders." *British Journal of Social Psychology* 45: 3: 463-477.
- Hillier, Lynne and Harrison, Lyn. 2007. "Building Realities Less Limited than Their Own: Young People Practicing Same-Sex Attraction on the Internet." *Sexualities* 10: 1: 82-100.
- Howley, Kevin. 2005. *Community Media: People, Places and Communication Technologies*. New York: Cambridge University Press.
- Ignacio, Emily Noelle. 2005. *Building Diaspora: Filipino Cultural Community Formation on the Internet*. New Brunswick: Rutgers University press.
- Katz, Elihu. 1998. "Broadcasting Holidays." *Sociological Inquiry* vol. 68: 2: 230-241.
- Katz, James E. and Rice, Ronald E. 2002. "Project Syntopia: Social Consequences of Internet Use." *Information Technology and Society* 1: 1: 166-179.
- Livingstone, Sonia. 2007. "The Challenge of Engaging Youth Online." *European Journal of Communication* 22: 2: 165-184.

(Mtg. 10, con't)

- Macdougall, Robert. 2005. "Identity, Electronic Ethos, and Blogs: A Technologic Analysis of Symbolic Exchange on the New News Medium." *American behavioral Scientist* 49: 4: 575-599.
- Marx, Gary T. 1994. "Fragmentation and Cohesion in American Society" pp. 306-330 in R. Dynes and K. Tierney (eds.) *Disasters, Collective Behavior, and Social Organizations*. Wilmington; Univ. of Delaware Press.
- Nie, Norma H. and Hillygus, D. Sunshine. 2002. "The Impact of Internet Use on Sociability: Time Diary Findings." *Information Technology and Society* 1: 1: 1-20.
- Putnam, Robert. 2000. *Bowling Alone: The Collapse and Revival of American Community*. New York: Simon and Schuster.
- Rheingold, Howard. 1993. *The Virtual Community: Homesteading on the Electronic Frontier*. Reading, MA: Addison-Wesley.
- Schlesinger, P. 1993. "Wishful Thinking: Culture, Politics, Media, and Collective Identities in Europe." *Journal of Communication* 43: 2: 6-17.
- Smith, Mark A. 1999. *Communities in Cyberspace*. New York: Routledge.
- Turow, Joseph. 1997. *Breaking Up America: Advertisers and the New Media World*. Chicago: University of Chicago Press.
- Wej, Ran and Lo, Ven Hwei. 2006. "Staying Connected While on the Move: Cell Phone Use and Social Connectedness." *Inew Media and Society* 8: 1: 53-72.
- Wellman, Barry and Gulia, Milena. 1999. "Netsurfers Don't Ride Alone: Virtual Communities As Communities" in P. Kollok and Marc Smith (eds.), *Communities and Cyberspace*. New York: Routledge.
- Wellman, Barry; Haase, Attabel Quan; Witte, James; Hampton, Keith. 2001. "Does the Internet Increase, decrease, or Supplement Social Capital? Social Networks, Participation, and Community Commitment." *American Behavioral Scientist* 45: 3: 436-455.
- Wellman, Barry; Boase, Jeffrey; Chen, Wenhong. 2002. "The Networked Nature of Community Online and Offline." *Information Technology and Society* 1: 1:151-165.

Surveillance

- Ball, Kirstie and Webster, Frank Webster. 2003. *The Intensification of Surveillance: Crime, Terrorism and Warfare in the Information Age*. London, UK: Pluto Press.
- Bennett, Colin J. and Raab, Charles D. 2006. *The Governance of Privacy: Policy Instruments in Global Perspective*. Cambridge, MA: MIT Press,
- Clarke, Adele E.; Shim, Janet K.; Mamo, Laura; Fosket, Jennifer Ruth; Fishman, Jennifer R.. 2003. "Biomedicalization: Technoscientific Transformations of Health, Illness, and U.S. Biomedicine." *American Sociological Review* 68: 2: 161-194.

(Mtg. 10, con't)

- Elmer, Greg. 2004. *Profiling Machines: Mapping the Personal Information Economy*. Cambridge, MA: MIT Press.
- Haggerty, Kevin D. and Ericson, Richard V. (eds.). 2005. *The New Politics of Surveillance and Visibility*. (Toronto, ON: U Toronto Press.
- Marx, Gary T. 1999. "What's In a Name? Some Reflections on the Sociology of Anonymity" *Information Society* 15: 2: 99-112.
- _____. 2003. "A Tack in a Shoe: Neutralizing and Resisting the New Surveillance." *Journal of Social Issues* 53: 2: 369-390.
- Monahan, Torin. 2006. *Surveillance and Security: Technological Politics and Power in Everyday Life*. New York: Routledge.
- Noch, Steven L. *The Costs of Privacy: Surveillance and Reputation in America*. New York: Aldine de Gruyter.
- O'Harrow, Robert. 2005. *No Place To Hide: Behind the Scenes of Our Emerging Surveillance Society*. New York: Free Press.
- Simmel, Georg. 1950. "The Stranger," Pp. 402-408 in *The Sociology of Georg Simmel*, trans. Kurt Wolff. New York: Free Press.
- Solove, Daniel J. 2004. *The Digital Person: Technology and Privacy in the Information Age*. New York, NY: New York U Press.
- Turow, Joseph. 2005. "Audience Construction and Cultural Production: Marketing Surveillance in the Digital Age." *The Annals of the American Academy of Political and Social Science* 597: 103-121.

MTG. 11 (4/9): To Whom: The Active Audience

In today's class, we will look at a variety of works that bring the power of meaning to the hands of the audience. Topics include:

- ✓ Audience interpretation
- ✓ Audience Elaboration

Readings for Today's Class

- 1) Corner, John. 1997. "Reappraising Reception: Aims, Concepts and Methods." Pp. 280-304 in James Curran and Michael Gurevitch (eds.) *Mass Media and Society* 2nd edit. London: Arnold. (*skim*)
- 2) Spratt, Meg, Peterson, April, and Lagos, Taso. 2005. "Of Photographs and Flags: Uses and Perceptions of an Iconic Image Before and After September 11, 2001." *Popular Communication* 3: 2: 117-136. (*skim*)

(Assignment continued on the next page.)

(Mtg. 11, con't.)

- 3) Cerulo, Karen A. 2000. "The Rest of the Story: Sociocultural Patterns of Story Elaboration." *Poetics* 28: 21-45. (skim)

For Student Presentation

- 4) *Livingstone, Sonia; Allen, Jessica; Reiner, Robert. 2001. "Audiences for Crime Media 1946-1991: A Historical Approach to Reception Studies." *The Communication Review* 4: 2: 165-192.
- 5) *Morley, David. 2006. "Unanswered Questions in Audience Research." *The Communication Review* 9: 101-121.

Selected Bibliography

- Ang, Ien. 1985. *Watching Dallas: Soap Opera and the Melodramatic Imagination*. London: Methuen.
- Beisel, Nicola. 1993. "Morals Versus Art: Censorship, the Politics of Interpretation, and the Victorian Nude." *American Sociological Review* 58: 2: 145-162.
- Bobo, J. 1988. "'The Color Purple': Black Women as Cultural Readers," pp. 90-109 in *Female Spectators*, E. D. Pribram (ed.). London: Verso
- Chitnis, Ketan S., Thombre, Avinish, Rogers, Everett M., Singhal, Arvind, Sengupta, Ami. 2006. "(Dis)Similar Readings: Indian and American Audiences' Interpretations of *Friends*" *International Communication Gazette* 68: 2: 131-145.
- Clarke, Joanne N., Arnold, Stephanie, Everest, Mchelle, Whitfield, Kvie. 2007. "The Paradoxical Reliance on Allopathic Medicine and Positivist Science among Skeptical Audiences." *Social Science and Medicine* 64: 1: 164-173.
- DeVault, Marjorie. 1990. "Novel Readings: The Social Organization of Interpretation." *American Journal of Sociology* 95: 887-921.
- Fiske, John. 1984. "Popularity and Ideology: A Structural Reading of Dr. Who." in *Interpreting Television: Current Research Perspectives*, ed. W. D. Rowlands and B. Watkins, pp. 165-198. Beverly Hills: Sage.
- _____. 1987. *Television Culture*.
- Fiske, John and Hartley, John. 1978. *Reading Television*. London: Methuen and Co..
- Gamson, Joshua. 1994. *Claims to Fame*. Berkeley: University of California Press.
- _____. 1999. "Taking the Talk Show Challenge: Television, Emotions and Public Spheres." *Constellations* 6: 2: 190-205.
- Griswold, Wendy. 1987. "The Fabrication of Meaning: Literary Interpretation in the United States, Great Britain, and the West Indies." *American Journal of Sociology* 92: 5: 1077-1117.

(Mtg. 11, con't)

- Hunt, Darnell M. 1997. *Screening the Los Angeles "Riots": Race, Seeing and Resistance*. New York: Cambridge University Press.
- Iser, W. 1978. *The Act of Reading: A Theory of Aesthetic Response*. Baltimore: Johns Hopkins University Press.
- Jensen, K. 1986. *Making Sense of the News*. Aarhus: The University Press.
- Jhally, Sut and Lewis, Justin. 1992. *Enlightened Racism*. Boulder, CO: Westview Press.
- Lamont, M. 1987. "How To Become a Dominant French Philosopher: The Case of Jacques Derrida." *American Journal of Sociology* 93: 3: 584-622.
- Liebes, Tamar. and Katz, Elihu. 1986. "Patterns of Involvement in Television Fiction: A Comparative Analysis." *European Journal of Communication* 1: 2: 151-172.
- _____. 1993. *The Export of Meaning*. New York: Cambridge University Press.
- Livingstone, Sonia. and Lunt, Peter. 1994. *Talk On Television*. London: Routledge.
- Long, Elizabeth. 1986. "Women, Reading, and Central Authority: Some Implications of the Audience Perspective in Cultural Studies." *American Quarterly* 38: 591-612.
- Lull, J. 1995. *Media, Communication, and Culture*. New York: Columbia Univ. Press.
- Morley, David. 1980. *The Nationwide Audience*. London: British Film Institute.
- _____. 1992. *Television, Audiences, and Cultural Studies*. London: Routledge.
- _____. 2006. "Unanswered Questions in Audience Research." *The Communication Review* 9: 101-121.
- Murphy, Patrick. 2005. "Fielding the Study of Reception: Notes on 'Negotiation' for Global Media Studies." *Popular Communication* 3: 3: 180-194.
- Press, Andrea. 1991. *Women Watching Television: Gender, Class, and Generation in the American Television Experience*. Philadelphia, PA: Univ. of Pennsylvania Press.
- Radway, J. 1984. *Reading the Romance*. Chapel Hill, NC: Univ. of North Carolina Press.
- Scheuer, J. 1995. "The Television Thing." *Dissent* 42: Summer: 299-301.
- Schlesinger, P., Dobash, R. E., Dobash, R. P., and Weaver, C. 1992. *Women Viewing Violence*. London: Bristish Film Institute.
- Shively, JoEllen. 1992. "Cowboys and Indians: Perceptions of Western Films Among American Indians and Anglos." *American Sociological Review* 57: 725-734.
- Spratt, Meg, Peterson, April, and Lagos, Taso. 2005. "Of Photographs and Flags: Uses and Perceptions of an Iconic Image Before and After September 11, 2001." *Popular Communication* 3: 2: 117-136.
- Staeger, Janet. 2005. *Media Reception Studies*. New York: NYU Press.

(Mtg. 11, con't)

Steiner, Linda. 1988. "Oppositional Recoding As An Act of Resistance." *Critical Studies in Mass Communication* 5: 1: 1-15.

MTG. 12: (4/16) With What Effect: Modeling, Identity, and Emotions

Media influences our cognition ... but where do those effects lead? Do these cognitions effect directly effect our behaviors ... our emotions ... the formation of identities? The question is complicated, and in this class, we begin to unravel the issue.

Readings for today's class

- 1) Cohen, Jonathan. 2001. "Defining Identification: A Theoretical Look at the Identification of Audiences with Media Characters." *Mass Communication and Society* 4: 3: 245-264.
- 2) Cerulo, Karen A. 1998. *Deciphering Violence: The Cognitive Structure of Right and Wrong*. New York/London: Routledge. Chapter 5 (111-136).

(For Student Presentation)

- 3) Wiley, Norbert. 2003. "Emotion and Film Theory." *Studies in Symbolic Interaction* 26: 169-187.
- 4) *Postman, Neil, and Postman, Andrew. 2005. *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*. (I will email excerpts from the book.)

Selected Bibliography

Literature Review Sources

- Bryant, Jennings, and Zillman, Dolf. 2002. *Media Effects: Advances in Theory and Research*, 2nd edit. Mahwah, NJ: Lawrence Erlbaum.
- Cohen, Jonathan. 2001. "Defining Identification: A Theoretical Look at the Identification of Audiences with Media Characters." *Mass Communication and Society* 4: 3: 245-264.
- Freedman, Jonathan L. 2002. *Media Violence and Its Effects on Agression: Assessing the Scientific Evidence*. Toronto: Univ. of Toronto Press.
- Grimes, Tom., Anderson, James A., and Bergen, Lori. 2007. *media Violence and Aggression: Science and Ideology*. Thousand Oaks: sage.
- Kirsch, Steven J. 2006. *Children, Adolescents and Media Violence: A Critical Look at the Research*. Thousand Oaks: Sage.
- Perse, Elizabeth M. 2001. *Media Effects and Society*. Mahwah, NJ: Lawrence Erlbaum.
- Steyer, James P. 2003. *The Other Parent: The Inside Story of Media's Effect on Our Children*. New York: Atria

(Mtg. 12, con't)

Classics Effects Studies

Bandura, Albert. 1965. "Influence of Models' Reinforcement Contingencies on the Acquisition of Imitative Responses." *Journal of Personality and Social Psychology* 1: 589-595.

_____. 1994. "Social Cognitive Theory of Mass Communication." In J. Bryant and D. Zillman (eds.) *Media Effects: Advances in Theory and Research*. Hillsdale: NJ Erlbaum.

Klapper, Joseph T. 1960. *The Effects of Mass Media*. New York: Free Press.

Intervening Factors

Arnett, Jeffrey Jensen. 1995. "Broad and Narrow Socialization: The Family in the Context of a Cultural Theory." *Journal of Marriage and the Family* 57: 3: 617-628.

Barker, Martin, and Petley, Julian. 2001. *Ill Effects: The Media Violence Debate*. New York: Taylor and Francis.

Cerulo, Karen A. 1998. *Deciphering Violence: The Cognitive Structure of Right and Wrong*. New York/London: Routledge.

Kubey, Robert and Csikszentmihalyi, Mihaly. 1990. *Television and the Quality of Life: How Viewing Shapes Everyday Experience*. Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers.

Nathanson, A. I. And Botta, R. A. 2003. "Shaping the Effects of Television on Adolescent Body Image Disturbance: The Role of Parental mediation." *Communication Research* 30: 3: 304-331.

Newton, Kenneth. 2006. "ay the Weak Force Be With You: The Power of the Mass media in Modern Politics." *European Journal of Political Research* 45: 2: 209-234.

Potter, W. James. 2002. *11 Myths of Media Violence*. Thousand Oaks: Sage.

Silverblatt, Art. 2004. "Media As Social Institution." *American behavioral Scientist* 48: 1: 35-41.

Slater, M. D.; Henry, K. L.; Swaim, R. C. 2004. "Vulnerable Teens, Vulnerable Times: How Sensation Seeking, Alienation, and Victimization Moderate the Violent Media Content-Aggressiveness Relation." *Communication Research* 31: 6: 642-668.

Trend, David. 2006. *The Myth of Media Violence: A Critical Introduction*. Malden: Wiley.

Identity and Socialization

Ball-Rokeach, Sandra J. 2001. "The Politics of Studying Media Violence: Reflections 30 Years After the Violence Commission." *Mass Communication and Society* 4: 3-18.

(Mtg. 12, con't)

Cohen, Jonathan. 2001. "Defining Identification: A Theoretical Look at the Identification of Audiences with Media Characters." *Mass Communication and Society* 4: 3: 245-264.

Comstock, George. 1991. *Television and the American Child*. San Diego, CA: Academic.

Emotions

Desilet, Gregory. 2005. *Our Faith in Evil: Melodrama and the Effects of Entertainment Violence*. Jefferson, North Carolina: McFarland & Company

Louisell, Richard. 1995. "Living the Newsmaker Story: A case History of Emotionality" *Studies in Symbolic Interaction* 18: 121-156.

Potter, William J. 1997. "The Problem of Indexing Risk of Viewing Television Aggression" *Critical Studies in Mass Communication* 14: 228-248.

Wiley, Norbert. 2003. "Emotion and Film Theory." *Studies in Symbolic Interaction* 26: 169-187.

MTG. 13 (4/23): Individual Meetings:

This week, I will meet with students individually to "check in" on progress toward the final assignment. We will not meet as a class.

MTG. 14 (4/30) Focus Groups

Focus groups are a valuable methodology in studies of media, culture, and cognition.

They are underused, often misunderstood, and rarely taught in traditional methods courses. To compensate for that gap, today's class will be a focus group. In part one, we will execute the task; in part two we will discuss the pros and cons of the methodology.

Readings for Today's Class

Gamson, William A. 1992. *Talking Politics*. New York: Cambridge University Press. Chapters 2 (pp. 13-27) and 5 (84-109).

Merton, Robert K. 1987. "The Focused Interview and Focus Groups: Continuities and Discontinuities." *Public Opinion Quarterly* 51: 550-556.

Morgan, David L. 1996. *Focus Groups As Qualitative Research*, 2nd edition. Thousand Oaks, CA: Sage

Selected Bibliography

Instructional

Barber, Rosaline. 2006. *Doing Focus Groups*. Thousand Oaks: Sage.

(Mtg. 14, con't)

Kruegar, Richard A. and Casey, Mary Ann. 2000. *Focus Groups: A Practical Guide for Applied Research*, 3rd edition. Thousand Oaks, CA: Sage.

Merton, Robert K. 1987. "The Focused Interview and Focus groups: Continuities and Discontinuities." *Public Opinion Quarterly* 51: 550-556.

Morgan, David L. 1993. *Successful Focus Groups: Advancing the State of the Art*. Thousand Oaks, CA: Sage.

_____. 1996. *Focus Groups As Qualitative Research*, 2nd edition. Thousand Oaks, CA: Sage.

Morgan, David L. and Kruegar, Richard A. 1997. *The Focus Group Kit*, Vols. 1-6. Thousand Oaks, CA: Sage.

Case Studies in the Method

Cerulo, Karen A. 1998. *Deciphering Violence: The Cognitive Structure of Right and Wrong*. New York/London: Routledge.

Davis, Deborah S. 2004. "Talking Aabout Property in the New Chinese Domestic Property Regime." Pp. 288-307 in Frank Dobbin (ed.). *The Sociology of the Economy*. New York, NY: Russell Sage.

Gamson, William A. 1992. *Talking Politics*. New York: Cambridge University Press.

Hollander, Jocelyn A. 2002. "Resisting Vulnerability: The Social Reconstruction of Gender in Interaction." *Social Problems* 49: 4: 474-496.

Ingersoll-Dayton, Berit; Neal, Margaret B; Ha, Jung-Hwa; Hammer, Leslie B. 2003. "Redressing Inequity in Parent Care among Siblings." *Journal of Marriage and the Family* 65: 1: 201-212.

Lichtenstein, Bronwen. 2004. "Caught at the Clinic: African American Men, Stigma, and STI Treatment in the Deep South." *Gender & Society* 18; 3: 369-388

Livingstone, Sonia; Allen, Jessica; Reiner, Robert. 2001. "Audiences for Crime Media 1946-91: A Historical Approach to Reception Studies." *Communication Review* 4: 2: 165-192

Park, Kristin. 2002. "Stigma Management among the Voluntarily Childless." *Sociological Perspectives* 45: 1: 21-45

Schulze, Beate; Angermeyer, Matthias C. 2003. "Subjective Experiences of Stigma. A Focus Group Study of Schizophrenic Patients, Their Relatives and Mental Health Professionals." *Social Science and Medicine* 56: 2: 299-312.

Assignment 3 due IN CLASS on 4/30. No late papers accepted!