Foundations of Media Theory MCMA 504
Fall 2015 Wednesday 3:00-5:30 Comm. 1021

Instructor: Cinzia Padovani, PhD. Office Hours: T and TR: 12:00-12:30; 1:50-3:50. Wednesday: 2:30-3:00; 5:30-6:00, Communications Building, Room 2223. E-mail: Padovani@siu.edu.

Readings: Most readings are on the Morris library website, accessible on line (go to www.lib.siu.edu; go to Reserves; once you are in the Course Reserves Search Page, look for MCMA 504); others will be distributed in class or online.

Late Policy: No late papers will be accepted. You will receive a 0 for any late paper.

Attendance: is mandatory for this class. You have 1 excused absence during the semester. Budget it accordingly. You must inform me prior to your absence, whenever possible. I will drop half a letter grade from your final grade for each additional absence.

Grading: Grades will be allocated as follows:

1) Class Participation: 30%
2) 4 Written Exams: 70%

1. Class Participation includes:

✓ Class Presentations: Each week, on a rotation basis, one or two student will lead the discussion. (Details will be explained in class). Your presentation is worth 15% of your grade.
✓ Class Discussions: Every member of the seminar is expected to be engaged throughout the class and participate. This includes: Asking questions that are relevant and focused, make precise and direct references to the readings, make connection with authors and concepts studied earlier in the class. This will count for another 15% of your grade.

2. Exams:
Exam 1: (4 pages double-spaced, due September 23rd): 10% of final grade.

Exam 2: (6 pages double-spaced, due October 14th): 15% of final grade.

Exam 3: (8 pages double-spaced, due November 11th): 20% of final grade.

Exam 4: (10 pages double-spaced, due 15 December 14th): 25% of final grade.

Do NOT plagiarize. You will receive a ‘0’ in the course and be subject to further disciplinary actions.
Syllabus
(Please, Note this syllabus is subject to changes. Readings might be added during the course of the semester at the discretion of the instructor)

August 26  Introduction

September 2  **UNIT on Mass Communication Research begins**


Daniel Lerner, the Passing of Traditional Society (1958), pp. 19-75.

September 16  EXAM 1 DUE


September 30  Paul Lazarsfeld, “Administrative and Critical Communications Research,” pp. 166-173 in MCAST.

Willard Rowland, Jr., The Politics of TV Violence (Sage, 1983); Ch. 2: "The Rise of American Social Science" (pp. 34-51); Ch. 3: "The Rise of Mass Communication Research" (pp. 52-86).


October 7  C. Wright Mills, People, Power, Politics (OUP, 1956)  Ch. 2: "Mass Media and Public Opinion" (pp. 577-598).


Dallas Smythe, *Dependency Road* (1982) [excerpts].

October 14

EXAM2 DUE

October 21


October 28

UNIT on Critical Media Studies begins

Karl Marx, *18th Brumaire of Louis Bonaparte* (1852), excerpts.

Karl Marx, Preface to *Contribution to a Critique of Political Economy* (1859).


November 4


Antonio Gramsci, “The revolution against Capital” (1917); *Selections from The Prison Notebooks* 407-408; 233-239; 258-259; 323-333; 340-343; 5-16.

November 11

EXAM 4 DUE

November 18


Max Horkheimer & Theodor Adorno, “The culture industry: enlightenment as mass deception” from their *Dialectic of Enlightenment* (1947), 120-67.


November 25

Thanksgiving Break NO CLASS
December 2


December 9
Exam 4 DUE