**MEJO 843.001 – Theory and Research in Media Processes and Production**

**Fall 2021**

**Instructor:** Lee McGuigan, PhD

Assistant Professor

Hussman School of Journalism and Media

University of North Carolina at Chapel Hill

Carroll Hall – Room 355

[leemcg@email.unc.edu](mailto:leemcg@email.unc.edu)

**Meeting Time:** Tuesday 9:30am-12:15pm

**Meeting Place:** Carroll Hall – Kuralt Room

**Office Hours:** Tuesday 12:30-1:30pm, Wednesday 10:00-11:00am, and by appointment

***We will be learning together this semester under ongoing conditions of exceptional difficulty. Please approach each other and yourselves with patience, compassion, and care. We will get through this together as best we can.***

**Course Overview:** This course examines some of the factors and forces that structure the production and distribution of media content. It starts from the presumption that before media content can have effects on individuals and society, it is itself an effect of dynamic social processes. Those processes are shaped by social institutions, modes of industrial organization, technologies and information infrastructures, and relationships of economic and cultural power. We will read theory and research from a range of fields and disciplines, including the political economy of media/communication, cultural studies, sociology, organizational theory, media policy, and science and technology studies. Both readings and topics will range across historical and contemporary material.

**Readings**: All readings will be posted to Sakai, unless otherwise noted.

*Please complete the readings* ***before*** *class.*

**Coursework:** The evaluated coursework will consist of a term paper, a written book review, leadership of in-class discussions, and general participation in the class.

**Assignment Weights:**

Final term paper 50%

Seminar leadership 20%

Participation 20%

Book review 10%

**Class Schedule:**

***PLEASE check Sakai frequently throughout the semester, as the schedule may change, and new items or information may be added.***

**Week 1**

**August 17**

NO CLASS

**Week 2**

**August 24**

*A timely prelude*

James W. Carey, “[A Plea for the University Tradition](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162786),” *Journalism Quarterly* 55, no. 4 (1978): 846-855.

Tressie McMillan Cottom and Gaye Tuchman, “[Rationalization of Higher Education](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162787),” in *Emerging Trends in Social and Behavioral Sciences*, eds. Robert Scott and Stephan Kosslyn (John Wiley & Sons, 2015). 17 pages.

Tanner Mirrlees and Shahid Alvi, “[Higher Education in a ‘Digital Age’: Capitalism, Neoliberalism and the University, Inc.](https://www-taylorfrancis-com.libproxy.lib.unc.edu/chapters/mono/10.4324/9780429343940-2/higher-education-digital-age-tanner-mirrlees-shahid-alvi?context=ubx&refId=3935cc02-b1ca-4007-91fe-9bc84078ab99),” in *EdTech Inc.* (New York: Routledge, 2019). 34 pages.

**Week 3**

**August 31**

*Situating media and communication in society*

Peter Golding and Graham Murdock, “[Theories of Communication and Theories of Society](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162789),” *Communication Research* 5, no. 3 (July 1978): 339-355.

James Carey, “[A Cultural Approach to Communication](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162790),” in *Communication as Culture* (New York: Routledge, 2009), pp. 11-28.

Raymond Williams, *Television: Technology and Cultural Form*, Routledge Classics edition (New York: Routledge, 2003), pp. 1-38.

Stuart Hall et al., “Part 1” (“The Social History of a ‘Moral Panic’,” [“The Origins of Social Control,” and “The Social Production of News”](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162792)) in *Policing the Crisis: Mugging, the State and Law and Order* (London: Macmillan, 1978), pp. 7-82.

David Hesmondhalgh, [Chapters 1](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162793) and 2, in *The Cultural Industries*, 4th edition.

OPTIONAL: James Carey, “[Space, Time, and Communications](https://ebookcentral-proquest-com.libproxy.lib.unc.edu/lib/unc/reader.action?docID=356343&ppg=138),” in *Communication as Culture*, pp. 109-132.

**Week 4**

**September 7**

*Some critical frameworks and approaches*

Todd Gitlin, “Media Sociology: The Dominant Paradigm,” *Theory and Society* 6, no. 2 (1978): 205-253.

David Hesmondhalgh, [Chapters 4](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109163102) and 5 in *The Cultural Industries*, 4th edition.

Richard A. Peterson and N. Anand, “[The Production of Culture Perspective](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162796),” *Annual Review of Sociology* 30 (2004): 311-334.

Jonathan Hardy, “[What (is) Political Economy of the Media?](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162797)” in *Critical Political Economy of the Media* (New York: Routledge, 2014), pp. 3-36.

**Week 5**

**September 14**

*Studies of production – entertainment*

Hortense Powdermaker, *Hollywood, The Dream Factory: An Anthropologist Looks at the Movie-Makers* (London: Secker & Warburg, 1951), 3-130, 301-332. (selections) \*

John Caldwell, [*Production Culture: Industrial Reflexivity and Critical Practice in Film and Television*](https://read-dukeupress-edu.libproxy.lib.unc.edu/books/book/1132/Production-CultureIndustrial-Reflexivity-and) (Durham, NC: Duke University Press, 2008), pp. 1-36, 69-109, 150-196, 232-273, 316-343. (selections) \*

OPTIONAL: Peter Decherney, “[Introduction](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162800),” in *Hollywood and the Culture Elite: How the Movies Became American* (New York: Columbia University Press, 2005), pp. 1-11. \*

**Week 6**

**September 21**

*Classic studies of production – news*

Gaye Tuchman, “[Objectivity as Strategic Ritual: An Examination of Newsmen’s Notions of Objectivity](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162801),” *American Journal of Sociology* 77, no. 4 (1972): 660-679.

Gaye Tuchman, “[Making News by Doing Work: Routinizing the Unexpected](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162802),” *American Journal of Sociology* 79, no. 1 (1973): 110-131.

Herbert Gans, “[The Organization of Story Selection](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162803),” “Profits and Audiences,” and “Pressures, Censorship, and Self-Censorship,” in *Deciding What’s News* (New York: Pantheon Books, 1979), pp. 78-115, 214-278. \*

**Week 7**

**September 28**

*A contemporary study of news production*

Angèle Christin, [*Metrics at Work: Journalism and the Contested Meaning of Algorithms*](https://www-degruyter-com.libproxy.lib.unc.edu/document/doi/10.1515/9780691200002/html) (Princeton, NJ: Princeton University Press, 2020). \*

**Week 8**

**October 5**

*Structures of media systems*

Paul Starr, “[America’s First Information Revolution](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162807),” in *The Creation of the Media*, pp. 83-111.

Daniel Hallin and Paolo Mancini, [*Comparing Media Systems: Three Models of Media and Politics*](https://www-cambridge-org.libproxy.lib.unc.edu/core/books/comparing-media-systems/B7A12371782B7A1D62BA1A72C1395E43) (New York: Cambridge University Press, 2004), pp. 1-86. \*

Dallas Smythe, “[New Directions for Critical Communications Research](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162809),” *Media, Culture & Society* 6 (1984): 205-217.

**Week 9**

**October 12**

*Structures of media systems – audience construction and economic pressures*

Eileen Meehan, *Why TV is not our Fault*, pp. 1-52. \*

Ien Ang, [*Desperately Seeking the Audience*](https://ebookcentral-proquest-com.libproxy.lib.unc.edu/lib/unc/reader.action?docID=165716&ppg=50) (New York: Routledge, 1991), pp. 45-67. \*

Denise D. Bielby and William T. Bielby, “[Audience Segmentation and Age Stratification Among Television Writers](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162813),” *Journal of Broadcasting & Electronic Media* 45, no. 3 (2001): 391-412.

Marcel Rosa-Salas, “[Making the Mass White: How Racial Segregation Shaped Consumer Segmentation](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162812),” in *Race in the Marketplace*, eds. Guillaume D. Johnson, Kevin D. Thomas, Anthony Kwame Harrison, and Sonya A. Grier (Cham, Switzerland: Palgrave Macmillan, 2019), pp. 21-38.

Joseph Turow and Nick Couldry, “[Media as Data Extraction: Towards a New Map of a Transformed Communications Field](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162814),” *Journal of Communication* 68 (2018): 415-423.

Chenjerai Kumanyika, “[Advertainment and the Construction of Decision-making Power in MTV’s *Making the Band*](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162815),” *Popular Music and Society* 34, no. 4 (2011): 475-491.

**Week 10**

**October 19**

*Advertising, the press, and the internet*

C. Edwin Baker, “[Advertising and a Democratic Press](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162816),” *University of Pennsylvania Law Review* 140, no. 6 (1992): 2103-2240.

Tim Hwang, *Subprime Attention Crisis: Advertising and the Time Bomb at the Heart of the Internet* (New York: FSG, 2020). \*

**Week 11**

**October 26**

*Power – some frameworks and some empirical studies*

Des Freedman, *The Contradictions of Media Power*, pp. 1-86. (or else “Paradigms of Media Power”) \*

Robin Mansell, “[Political Economy, Power and New Media](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162820),” *New Media & Society* (2004)

Benjamin J. Birkinbine and Rodrigo Gómez, “[New Methods for Mapping Media Concentration: Network Analysis of Joint Ventures](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162821),” *Media, Culture & Society* 42, no. 7-8 (2020): 1078-1094.

Adam J. Saffer et al., “[Interlocking Among American Newspaper Organizations Revisited: ‘Pressure from the Top’ and Its Influence on Newsroom and Content](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162822),” *Mass Communication & Society* 24, no. 3 (2021): 441-469.

**Week 12**

**November 2**

*Social media and public policy*

Philip Napoli, [*Social Media and the Public Interest: Media Regulation in the Disinformation Age*](https://www-degruyter-com.libproxy.lib.unc.edu/document/doi/10.7312/napo18454/html) (New York: Columbia University Press, 2018) \*

**Week 13**

**November 9**

*Platforms, politics, and cultural production*

Lucas D. Intron and Helen Nissenbaum, “[Shaping the Web: Why the Politics of Search Engines Matter](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162824),” *The Information Society* 16, no. 3 (2000): 169-185.

David B. Nieborg and Thomas Poell, “[The Platformization of Cultural Production: Theorizing the Contingent Cultural Commodity](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162825),” *New Media & Society* 20, no. 11 (2018): 4275-4292.

David Nieborg, Brooke Erin Duffy, and Thomas Poell, “[Studying Platforms and Cultural Production: Methods, Institutions, and Practices](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162826),” *Social Media + Society* (July-September 2020): 1-7.

Sophie Bishop, “[Managing Visibility on YouTube Through Algorithmic Gossip](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162827),” *New Media & Society* 21 no. 11-12 (2019): 2589-2606.

Tressie McMillan Cottom, “[Where Platform Capitalism and Racial Capitalism Meet: The Sociology of Race and Racism in the Digital Society](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162829),” *Sociology of Race and Ethnicity* 6, no. 4 (2020): 441-449.

Tarleton Gillespie et al., “[Expanding the Debate About Content Moderation: Scholarly Research Agendas for the Coming Policy Debates](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162830),” *Internet Policy Review* 9, no. 4 (2020): 1-30.

**Week 14**

**November 16**

*Intermediaries and infomediaries*

Ramon Lobato, “[The Cultural Logic of Digital Intermediaries: YouTube Multichannel Networks](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162832),” *Convergence: The International Journal of Research into New Media* 22, no. 4 (2016): 348-360.

Jeremey Wade Morris, “[Curation by Code: Infomediaries and the Data Mining of Taste](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162833),” *European Journal of Cultural Studies* 18, no. 4-5 (2015): 446-463.

Leslie M. Meier and Vincent Manzerolle, “[Rising Tides? Data Capture, Platform Accumulation, and New Monopolies in the Digital Music Economy](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162834),” *New Media & Society* 21, no. 3 (2019): 543-561.

Fernando N. van der Vlist and Anne Helmond, “[How Partners Mediate Platform Power: Mapping Business and Data Partnerships in the Social Media Ecosystem](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162835),” *Big Data & Society* (Jan-June 2021): 1-16.

Robyn Caplan and danah boyd, “[Isomorphism Through Algorithms: Institutional Dependencies in the Case of Facebook](https://journals.sagepub.com/doi/pdf/10.1177/2053951718757253),” *Big Data & Society*, (Jan-June 2018): 1-12.

**Week 15**

**November 23**

*Labor and journalism today*

Nicole S. Cohen, *Writers’ Rights: Freelance Journalism in a Digital Age* (Montreal, QC: McGill-Queen’s University Press, 2016). \*

**Week 16**

**November 30**

*Digital labor*

Tiziana Terranova, “[Free Labor: Producing Culture for the Digital Economy](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162837),” *Social Text* 18, no. 2 (2000): 33-58.

Mark Andrejevic, “[The Work of Being Watched: Interactive Media and the Exploitation of Self-Disclosure](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162838),” *Critical Studies in Media Communication* 19, no. 2 (2002): 230-248.

Rosalind Gill and Andy C. Pratt, “[In the Social Factory? Immaterial Labour, Precariousness and Cultural Work](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162839),” *Theory, Culture & Society* 25, no. 7-8 (2008): 1-30

Robyn Caplan and Tarleton Gillespie, “[Tiered Governance and Demonetization: The Shifting Terms of Labor and Compensation in the Platform Economy](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162840),” *Social Media + Society* (April-June 2020): 1-13.

Sophie Bishop, “[Anxiety, Panic and Self-Optimization: Inequalities and the YouTube Algorithm](https://ares.lib.unc.edu/ares/ares.dll?SessionID=S082651773A&Action=10&Type=10&Value=109162841),” *Convergence* 24, no. 1 (2018): 69-84.

**Alternative book review list:**

Jose van Dijck, *The Culture of Connectivity: A Critical History of Social Media* (New York: Oxford University Press, 2013).

Meredith Broussard, *Artificial Unintelligence: How Computers Misunderstand the World* (Cambridge, MA: MIT Press, 2019).

Susan Crawford, *Captive Audience: The Telecom Industry and Monopoly Power in the New Gilded Age* (New Haven, CT: Yale University Press, 2013).

Todd Gitlin, *Inside Prime Time* (1983) (Berkeley: University of California Press, 2000).

Thomas Streeter, *Selling the Air: A Critique of the Policy of Commercial Broadcasting in the United States* (Chicago: University of Chicago Press, 1996).

Reece Peck, *Fox Populism: Branding Conservatism as Working Class* (New York: Cambridge University Press, 2019).

Safiya Noble, *Algorithms of Oppression: How Search Engines Reinforce Racism* (New York: NYU Press, 2018).

**University and Class Policies**

**Attendance:**

**University Policy:**

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by [Accessibility Resources and Service](https://ars.unc.edu/) and/or the [Equal Opportunity and Compliance Office](https://eoc.unc.edu/what-we-do/accommodations/) (EOC)
3. Significant health condition and/or personal/family emergency as approved by the [Office of the Dean of Students](https://odos.unc.edu/), [Gender Violence Service Coordinators,](https://womenscenter.unc.edu/resources/gender-violence-services/) and/or the [Equal Opportunity and Compliance Office](https://eoc.unc.edu/what-we-do/accommodations/) (EOC).

**Class Policy**:

If unavoidable circumstances prevent you from attending, please notify me as soon as possible. Please do not come to class if you feel sick or if you think you have come into contact with someone who has COVID-19.

**HONOR CODE:**  
I expect that each student will conduct himself or herself within the guidelines of the University honor system ([http://honor.unc.edu](https://outlook.unc.edu/owa/redir.aspx?C=_PwXhu5wkEKfdEIVTpil9KJAr6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEkBO0Z0IIreRKEjIQ.&URL=http%3a%2f%2fhonor.unc.edu)). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor’s responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

**Syllabus Changes**

The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

**ARS**

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities.

Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: [https://ars.unc.edu](https://ars.unc.edu/) or email [ars@unc.edu](mailto:ars@unc.edu).

(source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

**Counseling and Psychological Services**

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more. 

***TITLE IX***

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University’s Title IX Coordinator (Elizabeth Hall, interim – [titleixcoordinator@unc.edu](mailto:titleixcoordinator@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](https://safe.unc.edu/).

**POLICY ON NON-DISCRIMINATION**

 The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals’ abilities and qualifications. Consistent with this principle and applicable laws, the University’s [Policy Statement on Non-Discrimination](https://unc.policystat.com/policy/4467906/latest/) offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran’s status, sexual orientation, gender identity or gender expression.  Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at  [safe.unc.edu](https://safe.unc.edu/)) or the [Equal Opportunity and Compliance Office](http://eoc.unc.edu/), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

**DIVERSITY STATEMENT**

I strive to make this classroom an inclusive space for all students.  Please let me know if there is anything I can do to improve; I appreciate any suggestions.  More broadly, our school has adopted diversity and inclusion [mission and vision statements](http://hussman.unc.edu/diversity-and-inclusion) with accompanying goals. These complement the University policy on [prohibiting harrassment and discrimination](https://eoc.unc.edu/our-policies/ppdhrm/).  In summary, UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran’s status, sexual orientation, gender identity, or gender expression. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University’s nondiscrimination policies.

**MASK USE**

All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me – as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the [Office of Student Conduct](https://cm.maxient.com/reportingform.php?UNCChapelHill&layout_id=23). At that point you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see <https://carolinatogether.unc.edu/university-guidelines-for-facemasks/>.