
PhD course: Classics of Media Research TRAIN network 2020

The main goal of the course is to make PhD students familiar with key paradigms in media and communication research during the 20th century; to deepen understanding of the contexts and debates from which these traditions have emerged and developed; and to evaluate their relevance to contemporary media landscapes and communication practices.

The course includes two intense two-day sessions, one at Södertörn University and one at Örebro University. These sessions will present the following themes and traditions: historical perspectives on the media (mass communication, Uses & Gratification theory, medium theory); political economy; structuralism/poststructuralism; critical theory/Frankfurt school; public sphere theory; cultural studies (and media audiences); discourse and social change; mediated communication as social interaction. Reading lists will in each case highlight "classic" texts; lectures/seminars will further illuminate their scientific traditions and societal contexts, and discuss their implications in relation to contemporary agendas. Examination includes participation at the lectures and seminars as well as a written essay, that will be distributed and discussed among participants at the third, concluding session, coinciding with TRAIN's summit in Uppsala.

The course is convened by Stina Bengtsson (stina.bengtsson@sh.se) and Göran Eriksson (goran.eriksson@oru.se). Lecturers involve scholars from the universities of Södertörn, Gothenburg and Örebro. The course is open to all PhD candidates in media and communication studies affiliated with a university within the TRAIN-network. Questions regarding the course and its outline can be sent to Stina or Göran.

Last day for registration is December 17th. For registration - see link below:

<https://www.oru.se/english/study/doctoral-education/doctoral-courses/humus/classics-of-media-research/>

Classics of Media Research, 7,5 ECTS credits

The aim of the course is that participants acquire:

- a good orientation within the central traditions in 20th Century media and communication research
- an understanding of the societal and scientific context from which the studied theories and approaches have developed
- an ability to review, analyse and critically discuss advanced texts within the various traditions of media and communication research in both speech and writing
- insights into the possibilities and limitations of the various traditions of media and communication research, and the ability to evaluate their contemporary relevance

Schedule and literature

Session 1: 3-4 February 2020

Venue: PA 238 in Primus building, Södertörn University.

3 February

13.00-13.15: Introduction (Stina Bengtsson and Göran Eriksson)

13.15-15.15: Mass Communication theory/Uses & Gratifications (Lars Lundgren)

Literature:

- Douglas, Susan J. (2006) "Personal Influence and the Bracketing of Women's History." *The ANNALS of the American Academy of Political and Social Science* 608 (1): 41–50. doi:10.1177/0002716206292458. (9 p)
- Herzog, Herta (1941) "On Borrowed Experience". *Studies in Philosophy and Social Science*, vol 11(1): 65-95. (30 p)
- Katz, Elihu, and Paul F Lazarsfeld (1955) *Personal Influence: The Part Played by People in the Flow of Mass Communications*. Glencoe, Ill: Free Press. (15 p)
- Lazarsfeld, Paul F & Robert Merton (1948) "Mass Communication, Popular Taste, and Organized Social Action". In Bryson, Lyman(ed)(1948) *The Communication of Ideas: A Series of Addresses*. New York: Harper Books: 95-118. (24 p)
- Liebes, Tamar (2003) "Herzog's 'On Borrowed Experience': Its Place in the Debate over the Active Audience". In Katz, Peters, Liebes & Orloff (eds) *Canonic Texts in Media Research*. Cambridge: Polity Press. P 39-53 (15 p)
- Pooley, Jefferson D. (2006) "Fifteen Pages That Shook the Field: Personal Influence, Edward Shils, and the Remembered History of Mass Communication Research." *The ANNALS of the American Academy of Political and Social Science* 608 (1): 130–56. doi:10.1177/0002716206292460. (26 p)
- Rowland, Allison L, and Peter Simonson (2014) "The Founding Mothers of

Communication Research: Toward a History of a Gendered Assemblage." *Critical Studies in Media Communication* 31 (1): 3–26. doi:10.1080/15295036.2013.849355. (23 p)

- Simonson, Peter & Weinstein, Gabriel (2003) "Critical Research at Columbia: Lazarsfeld's and Merton's 'Mass Communication, Popular Taste, and Organized Social Action'". In Katz, Peters, Liebes & Orloff (eds) *Canonic Texts in Media Research*. Cambridge: Polity Press. P 12-38 (27 p)
Ca 150 p

Reference literature:

- Herzog, Herta (1944) "What do we Really Know about Daytime Serial Listeners?" In Lazarsfeld & Stanton (eds) *Radio Research 1942-43*. New York: Duell, Pearce and Sloan. P 3-33. (30 p)
- Katz, Elihu, Jay G Blumler, and Michael Gurevitch (1973) "Uses and Gratifications Research." *The Public Opinion Quarterly* 37 (4): 509–23.
- Klaus, Elisabeth, and Josef Seethaler, eds. (2016) *What Do We Really Know About Herta Herzog? Exploring the Life and Work of a Pioneer of Communication Research*. Frankfurt & New York: Peter Lang.
- Lang, Kurt, and Gladys E Lang (2006) "Personal Influence and the New Paradigm: Some Inadvertent Consequences." *The Annals of the American Academy of Political and Social Science* 608 (1): 157–78. doi:10.1177/0002716206292614.
- Livingstone, Sonia (2006) "The Influence of *Personal Influence* on the Study of Audiences". *The Annals of the American Academy of Political and Social Science* 608 (1): 233-250. (18 p)
- Simonson, Peter (2012) "Mail and Females at the Bureau: The Happiness Game in the Gendered Contexts of Early U.S. Communications Research." *International Journal of Communication* 6: 1277–89. (12 p)

15.15-15.30: Fika

15.30-17.30: Critical Theory/Frankfurt School (Staffan Ericson)

Literature:

- Horkheimer, Max (1931): "The state of contemporary philosophy and the task of an institute for social research", originally in *Zeitschrift for Sozialforschung*, vol 1:1, reprinted from *Critical Theory and Society: A Reader*, S.E. Bronner & Douglas Kellner (eds.), London: Routledge, 1989, 6 p.
- Adorno, Theodor & Max Horkheimer (1944): "The Culture Industry: Enlightenment as Mass Deception", in *Dialectic of Enlightenment*, 1993, New York: Continuum, 42 p.
- Benjamin, Walter (1936): "The Work of Art in the Age of Mechanical Reproduction", first translation in W Benjamin, *Illuminations*, New York: Schocken, 1968, 30 p.
Accessible via:
<https://www.marxists.org/reference/subject/philosophy/works/ge/benjamin.htm>
- Lowenthal, Leo (1944/1961/): "The Triumph of Mass Idols", reprinted from *The Celebrity Culture Reader*, ed. P Marshall, London & New York: Routledge, 2006, 24 p.
- Katz et al, section on Frankfurt school (articles by JD Peters, P Scannell, E Illouz), 44 p.

Reference literature:

- Habermas, Jürgen (1981): "Modernity versus Postmodernity", *New German Critique*, vol. 21(3): 3-14.
- Jameson, Fredric (1984): "Postmodernism, or the cultural logic of late capitalism", *New Left Review*, July-August 1984.
- Baudrillard, Jean (1985): "The Masses: The Implosion of the Social in the Media", *New Literary History*, Vol. 16(3): 577-589.

4 February

10.00-12.00: Medium Theory (Anne Kaun)

Literature:

- McLuhan, Marshall (1964/1994): *Understanding Media: The Extensions of Man*, Cambridge, MA.: MIT Press, pp. 3-73 and 297-345
- Innis, Harold (1951/2006): "The Bias of communication", in *The Bias of Communication*, Toronto: University of Toronto Press, pp. 33-60
- Kittler, Friedrich (1999) *Gramophone, Film, Typewriter*. Stanford: Stanford University Press. (pages 183-266)
- Canonical texts: section about medium teori

12.00-13.00: Lunch

13.00-15.00 Political economy (Fredrik Stiernstedt)

Literature:

- Schiller, Herbert I (1970/1992) "Mass communications and American Empire" Boulder: Westview Press. (selected parts)
- Smythe, Dallas (1977) "Communications: Bildspot of Western Marxism" *Canadian Journal of Political and Social Theory*, 1 (3), pp.1-27
- Murdock, Graham (1978) "Blindspots about Western Marxism: A Reply to Dallas Smythe," *Canadian Journal of Political and Social Theory*, 2 (2), pp.109-119.
- Smythe, Dallas (1978) "Rejoinder to Graham Murdock" *Canadian Journal of Political and Social Theory*, 2 (2), pp.120-127.

15.00-15.15: Fika

15.15-17.15: Structuralism/post structuralism (Göran Bolin)

Literature:

- Eco, Umberto (1981), "Narrative structures in Fleming" from *The role of the reader*, London: Hutchinson, pp. 144-172.
- Mulvey, Laura (1975/1985): "Visual pleasure and narrative cinema", i Bill Nichols (red): *Movies and Methods*, vol 2, Berkeley: University of California Press, pp. 303-315.
- Neale, Steve (1990): "Questions of genre", in *Screen*, vol 31(1): 45-66.
- Hall, Stuart (1973): *Encoding/Decoding in the Television Discourse*. Stencilled occasional paper from CCCS no. 7, Birmingham: Birmingham University/CCCS. (21pp.)

Reference literature:

- Propp, Vladimir (1968/1995): "Morphology of the Folktale", in Boyd-Barrett & Newbold: *Approaches to Media*, London: Arnold, pp. 473-476.
- Althusser, Louis (1971): "Ideology and Ideological State Apparatuses", in Louis Althusser: *Lenin and Philosophy and Other Essays*, New York: Monthly Review Press.
- Barthes, Roland (1977/1990) "From work to text", in Barthes, Roland: *Image Music Text*, London: Fontana, pp. 155-164.

Session 2: 2-3 March 2020

Venue: Forum Building, P267, Örebro University

2 March

13.00-15.00: Concepts and Theories of the Public Sphere (Natalia Krzyzanowska)

Literature:

- Habermas Jürgen, "The Public Sphere: An Encyclopedia Article". Translated by Sara Lennox and Frank Lennox. *New German Critique* no 3 Autumn. 1974. https://www.unige.ch/sciences-societe/socio/files/2914/0533/6073/Habermas_1974.pdf
- Kellner, Douglas, "Habermas the public sphere and Democracy: a Critical Intervention", 2000
- Fraser, Nancy, "Rethinking the Public Sphere: A Contribution to the Critique of Actually Existing Democracy", *Social Text*, No. 25/26 (1990), pp. 56-80

15.15-17.15: Cultural Studies/Audience Studies (Stina Bengtsson)

Literature:

- Hall, Stuart (1980/1993): 'Encoding/Decoding', Simon During (ed.): *The Cultural Studies Reader*, London & New York: Routledge, 13 pp.
- Hermes, Joke "On media, meaning and everyday life." *Cultural Studies* 7 (3), 1993: 493-506 <https://doi.org/10.1080/09502389300490321>
- Radway, Janice (1984/1991): *Reading the Romance: Women, Patriarchy, and Popular Literature*, Chapel Hill: University of North Carolina Press, 1-18 and 209-222.
- Williams, Raymond (1961/1965): 'The Analysis of Culture', *The Long Revolution*, Harmondsworth: Penguin, 57-70.

Reference literature:

- Erni, John Nguyet (2001/2006): 'Media Studies and Cultural Studies: A Symbiotic Convergence', Toby Miller (ed.): *A Companion to Cultural Studies*, Malden: Blackwell, 187-213.

3 March

10.00-12.00: Communication, Discourse, Social Change (Michal Krzyzanowski)

Literature:

- Bernstein, Basil (1990). *Class, Codes and Control, Vol 4: The Structuring of Pedagogic Discourse*. London: Routledge (Chapter 5: The Social Construction of Pedagogic Discourse, pp. 165-217)
- Foucault, Michel. (1984). *The Order of Discourse*. In: Michael J. Shapiro (ed.)(1984) *Language and Politics*. Oxford: Basil Blackwell, 108-138.
- Foucault, Michel (2007). *Security, Territory, Population: Lectures at the College de France 1977-78*. New York: Picador & Palgrave Macmillan (Lecture 3: 25 January 1978, pp. 55-86).
- Fowler, Roger, Bob Hodge, Gunther Kress and Tony Trew. (1979). *Language and Control*. London: Routledge & Kegan Paul. (Chapter 10: Critical Linguistics 185-213).
- Koselleck, Reinhart, (2004). *Futures Past: On the Semantics of Historical Time*. New York, NY: Columbia University Press. (Chapter 5: Begriffsgeschichte and Social History, 75-92).
- Fairclough, Norman. (1992). *Discourse and Social Change*. Cambridge: Polity Press. (Chapter 7: Discourse & Social Change in Contemporary Society, 200-224).

Reference literature:

- Bernstein, Basil. (1971). *Class, Codes and Control, Vol. 1: Theoretical Studies Towards a Sociology of Language*. London: Routledge & Kegan Paul. (Chapter 9: Social Class, Language and Socialization, pp. 170-190).
- Fairclough, N., & Wodak, R. (1997). *Critical Discourse Analysis*. In T. van Dijk (Ed.), *Discourse Studies: A Multidisciplinary Introduction* (Vol. 2, pp. 258-284). London: Sage.
- Ifversen J (2003) *Text, Discourse, Concept: Approaches to Textual Analysis*. *Kontur* 7: 60-69.
- Krzyzanowski, M. 2016. *Recontextualisation of Neoliberalism and the Increasingly Conceptual Nature of Discourse*. *Discourse & Society* 27(3).
- Krzyzanowski, M. (2018). *Discursive Shifts in Ethno-Nationalist Politics: On Politicisation and Mediatization of the 'Refugee Crisis' in Poland*. *Journal of Immigrant & Refugee Studies* 16 (1-2).
- Krzyzanowski, M. (2019). *Brexit and the imaginary of 'crisis': a discourse-conceptual analysis of European news media*. *Critical Discourse Studies* 16 (4)

12.00-13.00: Lunch

13.00-16.00 Mediated Communication as social interaction (Mats Ekström)

Literature:

- Clayman, Steve (1992): "Footing in the Achievement of Neutrality", in John Heritage & Paul Drew(eds): Talk at Work, Cambridge: Cambridge University Press.
- Goffman, Erving (1981): Forms of Talk, Philadelphia: University of Pennsylvania Press,(Introduction and chapter 3 on Footing)
- Horton, D. & Wohl, R.R. (1956) "Mass communication and para-social interaction. Observations onintimacy at a distance", Psychiatry 19: 215-229.
- Scannell, Paddy (1989): "Public Service Broadcasting and Modern Public Life", in Media, Culture & Society, vol. 11(2): 135-166.
- Scannell, Paddy (2007): Media and Communication, London: Sage, pp.145-196.

Reference reading

- Thompson, JB (1995) The Media and Modernity. Cambridge: Polity Press. Chapter 3.

Session 3: 31 March (afternoon, directly following the TRAIN summit)

Venue: Uppsala University, room and time schedule TBA (group seminars, approx. three hours)

Discussion of essays (Stina Bengtsson and Göran Eriksson)

Reading

A core part of the reading list consists of classical texts, many of which have also been selected for the one book that will be used throughout the course: *Canonic Texts in Media Research* (2003, eds. Elihu Katz, John Durham Peters, Tamar Liebes & Avril Orloff, Oxford UP). Further selections have been added by the lecturers, adding up to approximately 200 pages per lecture/seminar. Since the amount of readings is considerable, and all relevant texts should be read by participants before each session, the acquiring/reading of texts should commence soon after admission.

Participants are expected to prepare for each session by summarizing a few points of interest raised by the readings/questions for the seminar to discuss.

Examination

For examination, two possible grades will apply: Pass or Fail. Active participation in seminars is a requirement for Pass. The written examination consists of one essay, discussing up to two of the research traditions/texts presented during the course. While this task may be approached in different ways (critique, comparison, tentative applications, etc), and in parts draw on literature or exemplifications exceeding the syllabus, the core of the essay should in all cases be directed towards the obligatory texts and learning outcomes of the course. Essays should be 5000 words (+/- 10%), including references. (Use Word, Times 12pt, 1,5 spacing, normal margins.) Following submissions, discussants of each paper will be appointed for the final seminar in Uppsala.

Essays should be submitted to Ingela Abramsson ingela.abramsson@oru.se no later than 14.00 March 23, 2020.