

PhD course: Classics of Media Research TRAIN network 2024

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.

The course is convened by Göran Bolin (goran.bolin@sh.se) and Göran Eriksson (goran.eriksson@oru.se). Lecturers involve scholars from the universities of Södertörn 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 14 December 2023. For registration:

<https://www.oru.se/utbildning/utbildning-pa-forskarniva/forskarutbildningskurser/humus/mkv/medieforskningens-klassiker-75-hp/>

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: 7-8 February 2024

Venue: PA 238 in Primus building, Södertörn University.

7 February

13.00-13.15: Introduction (Göran Bolin and Göran Eriksson)

- Bloom, Harold (1994): "An Elegy for the Canon", in *The Western Canon. The Books and School of Ages*, New York: Riverhead Books, pp. 15-39.

13.15-15.15: Mass Communication theory/Uses & Gratifications (Sofia Johansson)

Literature:

- Herzog, Herta (1941) "On Borrowed Experience". *Studies in Philosophy and Social Science*, vol 11(1): 65-95. (30 p)
- 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.
- 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)

Reference literature: TBA

15.15-15.30: Fika

15.30-17.30: Cultural Studies/Audience Studies (Stina Bengtsson)

Literature:

- Hall, Stuart (1973): *Encoding/Decoding in the Television Discourse*. Stencilled occasional paper from CCCS no. 7, Birmingham: Birmingham University/CCCS. (21pp.)
- 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: TBA

8 February

Venue: PA 238 in Primus building, Södertörn University.

10.00-12.00: Medium Theory (Ingrid Forsler)

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 theory

12.00-13.00: Lunch

13.00-15.00: 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: TBA

15.00-15.15: Fika

15.15-17.15: 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.

Session 2: 13-14 March 2024

Venue: Örebro University in room P114 (Prismahuset)

13 March

13.00-15.00: Mediated Communication as social interaction (Mats Ekström)

Literature:

- Heritage, John & Greatbatch David (1989). On the institutional character of institutional talk: The case of news interviews. *Discourse in Professional and Everyday Culture*. Linköping, Dept. of Communication Studies, University of Linköping, Sweden: 47-98.
- Horton, Donald & Wohl, Richard .R. (1956). Mass communication and para-social interaction. Observations on intimacy at a distance, *Psychiatry*, 19: 215-229.
- Marriott, Stephanie (2007). *Live television time, space and the broadcast event*. SAGE: 41-58.

15.00-15.15: Fika

15.15-17.15: Communication, Discourse, Social Change (Michal Krzyzanowski)

Literature:

- Fairclough, Norman. (1992). *Discourse and Social Change*. Cambridge: Polity Press. (Chapter 7: Discourse & Social Change in Contemporary Society, 200-224).
- Foucault, Michel. (1984). *The Order of Discourse*. In: Michael J. Shapiro (ed.)(1984) *Language and Politics*. Oxford: Basil Blackwell, 108-138.
- Fowler, Roger, Bob Hodge, Gunther Kress and Tony Trew. (1979). *Language and Control*. London: Routledge & Kegan Paul. (Chapter 10: Critical Linguistics 185-213).

14 March in P105 (Prismahuset)

10.00-12.00: 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.

Reference literature: TBA

12.00-13.00: Lunch

13.00-15.00 The Public Sphere (Peter Berglez)

Literature:

- Habermas Jürgen (1974) "The Public Sphere: An Encyclopedia Article". *New German Critique* no 3. https://www.unige.ch/sciences-societe/socio/files/2914/0533/6073/Habermas_1974.pdf
- Fraser, Nancy (1990) "Rethinking the Public Sphere: A Contribution to the Critique of Actually Existing Democracy", *Social Text*, No. 25/26, pp. 56-80
- Habermas, Jürgen (1981/1992) "A Backwards Glance: Weber's Theory of Modernity". In: *The Theory of Communicative Action. Volume Two: The Critique of Functionalist Reason*. Cambridge: Polity, 303-331.

Reference literature TBA

15.00-15.15: Fika

15.15-17.15: Summing up: Classics and their relevance (Göran Bolin & Göran Eriksson)

Session 3: 25 April (ca. 13-16 – directly following the TRAIN summit)

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

Discussion of essays (Göran Bolin & 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 Katrineholm.

Essays should be submitted to Frida Wirsén, frida.wirsen@oru.se no later than 14.00 April 18, 2024.