

DEPARTMENT OF SOCIOLOGY
UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL
Spring, 2008

Graduate Seminar: Sociology of the Mass Media (SOCI 950)

Section 005 Thursday, 2:00–4:45 Hamilton 151

Andrew Perrin

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Office hours: Tuesdays, 11:00–12:30; Wednesdays, 10:00–11:30; or by appointment

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COURSE OVERVIEW

Requirements

1. Attendance and active participation in class discussions
2. Two team-based presentations of readings and discussion leadership
3. An in-depth writing project related to the sociology of the mass media

COURSE FORMAT

Readings and Discussion

Each week, we will read a selection of works in a particular area of media research. One team of students will be charged with organizing and leading discussion of half of the readings. Each team is responsible for:

- Preparing a “seminar paper,” to be distributed via Blackboard to the rest of the class no later than 12:00 noon the day before class. The seminar paper need not be a polished product; it should raise ideas, issues, concerns, and opportunities presented by the readings, and thereby form the basis for the class discussion; and
- Organizing and directing class discussion of the readings for one half of the class.

Because of the sheer volume of great work in this field, it will be impossible to talk about each reading separately at each class meeting. The team, and to a lesser extent the rest of the class, should decide how best to structure discussion about the selections as a whole.

Snack Break

Each week, the team that presented the first half of the previous week should arrange to bring a small snack to keep the class lively for the second half. I will provide snacks for the first two classes.

READINGS AND RESOURCES

There will be a site for this course created at <http://blackboard.unc.edu>. We will use this site to post documents and seminar papers as well as for general discussion.

Most required readings that are not in the books listed below are available for download from the course readings site, <http://perrin.socsci.unc.edu/readings>, or via Blackboard. You will need a username and password to access the readings site; these will be provided in class.

Required Books

Theodor W. Adorno. *The Psychological Technique of Martin Luther Thomas' Radio Addresses* (Stanford University Press, 2000).

Ron Lembo. *Thinking Through Television* (Cambridge University Press, 2000).

Markus Prior. *Post-Broadcast Democracy* (Cambridge University Press, 2007).

Michael Schudson. *The Sociology of News* (W. W. Norton, 2003).

Paul Starr. *The Creation of the Media* (Basic Books, 2005).

Barbie Zelizer and Stuart Allan. *Journalism After September 11* (Routledge, 2002).

COURSE SCHEDULE

Week 1: Introduction and History

- Begin reading Starr, Part III
- Heather A. Haveman. 2004. "Antebellum Literary Culture and the Evolution of American Magazines." *Poetics* 32: 5-28. (<http://dx.doi.org/10.1016/j.poetic.2003.12.002>)

Week 2: History

- Starr, Part III
- David Paul Nord. "The Business Values of American Newspapers: The Nineteenth-Century Watershed." pp. 133–151 in *Communities of Journalism: A History of American Newspapers and Their Readers*. Urbana: University of Illinois Press, 2001. [WWW](#)

Week 3: Media theories

- Lectures I and II, from J.L. Austin, "How to Do Things With Words," Harvard University Press, 1962. (<http://www.questia.com/PM.qst?a=o&d=649296>)
- Carey, James, "A Cultural Approach to Communication," in *Communication as Culture: Essays on Media and Society*. New York: Routledge 1989. [WWW](#)
- Schudson, *The Sociology of News*, chapters 1 and 2
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- "Between Media and Mass." pp. 15–30 in Katz & Lazarsfeld, *Personal Influence*. [WWW](#)
- Gitlin, "Media Sociology: The Dominant Paradigm." *Theory and Society* 6:2 (1978). (<http://links.jstor.org/sici?sici=0304-2421%28197809%296%3A2%3C205%3AMSTDP%3E2.0.CO%3B2-T>)
- Katz, Elihu. "Communications Research Since Lazarsfeld." *Public Opinion Quarterly* 51:2S (1987): S24–S45. (<http://links.jstor.org/sici?sici=0033-362X%281987%2951%3CS25%3ACRSL%3E2.0.CO%3B2-Y>)

Week 4: Who's out there? Audience research

- Lazarsfeld and Stanton, *Radio Research: 1942–43*, pp. 344–357. [WWW](#)
- Schudson, chapter 9
- Slater, Michael D. "Operationalizing and Analyzing Exposure: The Foundation of Media Effects Research." *Journalism & Mass Communication Quarterly* 81:1 (Spring 2004), 168–183. (<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=13854730&site=ehost-live>)

- Bogart. "The Public's Use and Perception of Newspapers." *Public Opinion Quarterly* 48:4 (Winter 1984): 709–719. (<http://links.jstor.org/sici?sici=0033-362X%28198424%2948%3A4%3C709%3ATPUAPO%3E2.0.CO%3B2-7>)
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- Lacy, Stephen, David C. Coulson, and Hriomi Cho. "Competition for Readers Among U.S. Metropolitan Daily, Nonmetropolitan Daily, and Weekly Newspapers." *Journal of Media Economics* 15:1 (2002): 21–40. (<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=6112990&site=ehost-live>)
- Althaus, Scott L., and David Tewksbury. "Agenda Setting and the 'New' News: Patterns of Issue Importance Among Readers of the Paper and Online Versions of the New York Times." *Communication Research* 29:2 (2002): 180–207. (<http://crx.sagepub.com/cgi/content/abstract/29/2/180>)
- Morris, Jonathan S. "The Fox News Factor." *Harvard International Journal of Press/Politics* 10:3 (2005): 56–79. (<http://hij.sagepub.com/cgi/content/abstract/10/3/56>)
- Rauch, Jennifer. "Activists as Interpretive Communities: Rituals of Consumption and Interaction in an Alternative Media Audience." *Media, Culture & Society* 29:6 (2007): 994–1013. <http://mcs.sagepub.com/cgi/reprint/29/6/994>

Week 5: Persuasion and media effects

- Adorno, entire
- Schudson, chapter 10

Week 6: Media as Organization / Institution

- Simeon Djankov, Caralee McLiesh, Tatiana Nenova, and Andrei Shleifer. "Who Owns the Media?" *Journal of Law and Economics* 46 (2003): 341–382. (<http://www.journals.uchicago.edu/JLE/journal/issues/v46n2/460205/460205.web.pdf>)
- The Media Channel Ownership Page (<http://www.mediachannel.org/ownership/>); see in particular the map, <http://www.mediachannel.org/ownership/chart.shtml>.
- Schudson, "Owning Up" (review of Klinenberg, *Fighting for Air*). *Columbia Journalism Review* January/ February 2007, 56–58. http://find.galegroup.com/itx/generateInfomark.do?docType=IAC&contentSet=IAC-Documents&type=retrieve&tabID=T002&PDFRange=%5B%5D&pageNumber=&docId=A157946115&searchId=R1&prodId=AONE¤tPosition=21&userGroupName=unc_davis&qrySerId=Locale%28en%2CUS%2C%29%3AFQE%3D%28JN%2CNone%2C28%29%22Columbia+Journalism+Review%22%3AAnd%3ALQE%3D%28DA%2CNone%2C8%2920070101%24&inPS=true&pageIndex=0
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- The Pew Report on the State of the Media, 2007. <http://www.stateofthedia.org/2007/index.asp>
- James T. Hamilton and Richard Zeckhauser. "Media Coverage of CEOs: Who? What? Where? When? Why?" Online manuscript: <http://www.stanford.edu/~wacziarg/mediapapers/HamiltonZeckhauser.pdf>
- Michael McCann and William Haltom. "Framing the Food Fights: How Mass Media Construct and Constrict Public Interest Litigation." Online manuscript: <http://www.law.berkeley.edu/institutes/cslls/McCann%20paper.pdf>

Week 7: American politics I

NOTE: I will be out of town February 20–21 so we will reschedule this session, either for Monday, February 18, 11:00–1:45, in 271 Hamilton, or for a different time.

- Steven E. Clayman and Ann Reisner. 1998. "Gatekeeping in Action: Editorial Conferences and Assessments of Newsworthiness." *American Sociological Review* 63: 178–199. <http://links.jstor.org/sici?sici=0003-1224%28199804%2963%3A2%3C178%3AGIAECA%3E2.0.CO%3B2-B>

- Steven E. Clayman, John Heritage, Marc N. Elliot, and Laurie L. McDonald. 2007. "When Does the Watchdog Bark? Conditions of Aggressive Questioning in Presidential News Conferences." *American Sociological Review* 72: 23-41. <http://www.ingentaconnect.com/content/asoca/asr/2007/00000072/00000001/art00002>
- Carroll J. Glynn, Michael Huges, Jason B. Reineke, Bruce W. Hardy, James Shanahan. "When Oprah Intervenes: Political Correlates of Daytime Talk Show Viewing." *Journal of Broadcasting & Electronic Media* 51:2 (2007). <http://www.leaonline.com/doi/abs/10.1080/08838150701304662>
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- Jennifer Jerit, Jason Barabas, and Toby Bolsen. "Citizens, Knowledge, and the Information Environment." *American Journal of Political Science* 50:2 (April 2006): 266-282. (<http://www.blackwell-synergy.com/doi/abs/10.1111/j.1540-5907.2006.00183.x>)
- Jonathan S. Morris. "Slanted Objectivity? Perceived Media Bias, Cable News Exposure, and Political Attitudes." *Social Science Quarterly* 88:3 (September 2007): 707-728. (<http://www.blackwell-synergy.com/doi/abs/10.1111/j.1540-6237.2007.00479.x>)
- Beck, Dalton, Greene, and Huckfeldt. "The Social Calculus of Voting: Interpersonal, Media, and Organizational Influences on Presidential Choices." *American Political Science Review* (2002), 96: 57-73. http://journals.cambridge.org/download.php?file=%2FPSR%2FPSR96_01%2FS0003055402004239a.pdf&code=18d7df29aa78435b13924f0d065b8fde

Week 8: American Politics II

- Prior, entire

Week 9: International and comparative politics

- Carsten Reinemann. "It's the Debates, Stupid! How the Introduction of Televised Debates Changed the Portrayal of Chancellor Candidates in the German Press, 1949-2005." *The Harvard International Journal of Press/Politics* 12:4 (2007): 92-111. (<http://hij.sagepub.com/cgi/content/abstract/12/4/92>)
- Hans-Jörg Trenz. "Media Coverage on European Governance: Exploring the European Public Sphere in National Quality Newspapers." *European Journal of Communication* 19 (2004): 291. (<http://ejc.sagepub.com/cgi/content/abstract/19/3/291>)
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- Mark Deuze. "National News Cultures: A Comparison of Dutch, German, British, Australian, and U.S. Journalists." *Journalism and Mass Communication Quarterly* 79:1 (2002), 134-149. (<http://search.ebscohost.com/login.aspx?direct=true&db=utf&AN=6826405&site=ehost-live>)
- Benson, Rodney. "Mapping Field Variation: Journalism in France and the United States." pp. 86-112 in Benson and Neveu, eds., *Bourdieu and the Journalistic Field*. Malden, Mass.: Polity, 2005. www

Week 10: Television

- Lembo, entire
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- Denise D. Bielby, Molly Moloney and Bob Q. Ngo. 2005. "Aesthetics of Television Criticism: Mapping Critics' Reviews in an Era of Industry Transformation." *Research in the Sociology of Organizations* 23: 1-43. <http://webcat.lib.unc.edu/record=b4808561>

Week 11: Arts and culture

NOTE: I will be out of town this entire week. The class should meet anyway.

- Amy Binder. "Constructing Racial Rhetorics: Media Depictions of Harm in Heavy Metal and Rap Music." *American Sociological Review* 58 (1993): 753-767. (<http://links.jstor.org/sici?sici=0003-1224%28199312%2958%3A6%3C753%3ACRRMD0%3E2.O.C0%3B2-Y>)
- Susan Janssen. "Art Journalism and Cultural Change: The Coverage of the Arts in Dutch Newspapers, 1965-1990." *Poetics* 26:5-6 (1999): 329. ([http://dx.doi.org/10.1016/S0304-422X\(99\)00012-1](http://dx.doi.org/10.1016/S0304-422X(99)00012-1))

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- Michael Janeway and András Szántó. “Arts, Culture, and Media in the United States.” *Journal of Arts Management, Law, and Society* 32:4 (Winter 2003). [www](#)
- Selections from Szántó, Levy, and Tyndall, *Reporting the Arts II* (Columbia University National Arts Journalism Program, 2004). [www](#)

Week 12: Science and medicine

- Nisbet, Scheufele, Shanahan, Moy, Brossard, and Lewenstein. “Knowledge, Reservations, or Promise? A Media Effects Model for Public Perceptions of Science and Technology.” *Communication Research* 29:5 (2002), 684–608. (<http://crx.sagepub.com/cgi/content/abstract/29/5/584>)
- Yngve, Agneta, et al. “Invited Commentary: The Women’s Health Initiative. What is on trial: nutrition and chronic disease? Or misinterpreted science, media havoc and the sound of silence from peers?” *Public Health Nutrition* 9:2 (2006). (<http://journals.cambridge.org/action/displayFulltext?type=6&fid=632952&jid=&volumeId=&issueId=02&aid=584920&fulltextType=AC&fileId=S1368980006000486>)
- Corbett, Julia B., and Jessica L. Durfee. “Texting Public (Un)Certainty of Science.” *Science Communication* 26:2 (December, 2004), 129–151. (<http://scx.sagepub.com/cgi/content/abstract/26/2/129>)
- Lieberman, Trudy. “Epidemic: Phony Medical news is On the Rise, thanks to dozens of unhealthy deals between TV newsrooms and hospitals.” *Columbia Journalism Review* March/April 2007. (<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=24255610&site=ehost-live>)
- Mastin, Teresa, Julie L. Andsager, Jounghwa Choi, and Kyungin Lee. “Health Disparities and Direct-to-Consumer Prescription Drug Advertising: A Content Analysis of Targeted Magazine Genres, 1992–2002.” *Health Communication* 22:1 (2007): 49–58.
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- Guest visit from Helen Chickering, NBC-Universal medicine reporter.

Week 13: Bias and Diversity

- Kull, Steven, et al. “Misperceptions, the Media and the Iraq War.” PIPA/Knowledge Networks Poll, October 2, 2003. (http://65.109.167.118/pipa/pdf/oct03/IraqMedia_Oct03_rpt.pdf)
- Sutter, Daniel. “Can the Media Be So Liberal? The Economics of Media Bias.” *CATO Journal* 20:3 (Winter 2001): 431. (<http://search.ebscohost.com/login.aspx?direct=true&db=aph&AN=4264570&site=ehost-live>)
- Rodney Benson. “American Journalism and the Politics of Diversity.” *Media Culture and Society* 27(2005):5-20. <http://mcs.sagepub.com/cgi/content/abstract/27/1/5>
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- Groseclose, Tim, and Jeffrey Milyo. “A Measure of Media Bias.” *Quarterly Journal of Economics* 120:4 (November 2005): 1191–1237. (<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=19099477&site=ehost-live>)
- Tawnya J. Adkins Covert and Philo C. Wasburn. “Measuring Media Bias: A Content Analysis of Time and Newsweek Coverage of Domestic Social Issues, 1975–2000.” *Social Science Quarterly* 88:3 (September 2007): 690–706. (<http://www.blackwell-synergy.com/doi/abs/10.1111/j.1540-6237.2007.00478.x>)

Week 14: Media and the “War on Terror”

- Selections from Zelizer and Allan
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- Michael Griffin. “Picturing America’s ‘War on Terrorism’ in Afghanistan and Iraq: Photographic Motifs as News Frames.” *Journalism* 5:4 (2004): 381–402. <http://jou.sagepub.com/cgi/content/abstract/5/4/381>

- Kellner, Douglas. “Media Propaganda and Spectacle in the War on Iraq: a Critique of U.S. Broadcasting Networks.” *Cultural Studies ⇔ Critical Methodologies* 4:3 (2004): 329–338. <http://csc.sagepub.com/cgi/content/abstract/4/3/329>
- Michel M. Haigh, et al. “A Comparison of Embedded and Nonembedded Print Coverage of the U.S. Invasion and Occupation of Iraq.” *Harvard International Journal of Press/Politics* 11:2 (2006): 139–153. <http://hij.sagepub.com/cgi/content/abstract/11/2/139>

Week 15: New(ish) technologies and directions

- Klinenberg and Perrin, “Symbolic Politics in the Information Age: The 1996 Presidential Campaigns in Cyberspace.” *Information, Communication, and Society* 1:3 (2000), 17–38. <http://www.informaworld.com/openurl?genre=article&issn=1369%2d118X&volume=3&issue=1&spage=17>
- Klinenberg, Eric. “Convergence: News Production in a Digital Age.” *The ANNALS of the American Academy of Political and Social Science* 597 (2005): 48. (<http://ann.sagepub.com/cgi/content/abstract/597/1/48>)
- Grindstaff, Laura, and Joseph Turow. “Video Cultures: Television Sociology in the ‘New TV’ Age.” *Annual Review of Sociology* 32 (2006): 103–125. (<http://arjournals.annualreviews.org/doi/pdf/10.1146/annurev.soc.32.061604.143122>)
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- Klinenberg, Eric, and Claudio Benzecry. “Cultural Production in a Digital Age.” (Introductory essay) *The ANNALS of the American Academy of Political and Social Science* 597 (2005): 6. (<http://ann.sagepub.com/cgi/reprint/597/1/6>)
- T. J. Johnson. “Wag the Blog: How Reliance on Traditional Media and the Internet Influence Credibility Perceptions of Weblogs among Blog Users.” *Journalism & Mass Communication Quarterly* 81:3 (2004). <http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=15199012&site=ehost-live>