



The Hebrew University of Jerusalem

Syllabus

Rich Dad Poor Dad: Cultural Representations of Economic Inequality - 50132

Last update 03-03-2022

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Communication & Journalism

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Lillian Boxman-Shabtai

Coordinator Email: lilly.boxman@mail.huji.ac.il

Coordinator Office Hours: Tuesday 12:00-13:00

Teaching Staff:

Dr. Lillian Boxman-Shabtai

Course/Module description:

In the past decade, growing trends of economic inequality have ignited protests across western democracies. This course surveys research about the role that mass media and digital culture play in contemporary discourse and mobilization around economic inequality. It will discuss three central axes of inquiry: (1) Historical developments - how have media portrayals of economic inequality evolved in the past three decades? (2) Genre - how is economic inequality depicted across media genres such as news, drama, reality TV and user-generated-content? (3) Technology - how do mass media institutions compare in their treatment of inequality to grassroots uses of social media and participatory culture platforms? Students will produce a report and an oral presentation that examines a case study of interest in light of one (or more) of these axes.

Course/Module aims:

Learning outcomes - On successful completion of this module, students should be able to:

- Define key concepts, such as: inequality, class, neoliberalism, the "neoliberal subject", meritocracy, discourse, media representation, framing.
- Explain how historical permutations, technological developments and different genres shape the media representation of economic inequality
- Analyze media representations of economic inequality in light of the literature and concepts discussed in class.

Attendance requirements(%):

85

Teaching arrangement and method of instruction: Lecture

Course/Module Content:

Economic inequality: definitions, permutations, conflicts, state of affairs

The media's role in representing class and inequality

The "transformation" offered by reality television

Representations on social media

The representation of OWS

The social justice protests in Israel and news production

Gentrification and new models of journalism

Discourse about solutions : Redistribution

Discourse about solutions : Corporate Social Responsibility

Required Reading:

TBA

Additional Reading Material:

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 0 %

Participation in Tutorials 12 %

Project work 50 %

Assignments 38 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

presentation

Additional information:

The final version of the syllabus will be uploaded to the course's website on Moodle