



# *The Hebrew University of Jerusalem*

## *Syllabus*

### *Media Industries and Consumer Culture - 50871*

*Last update 06-09-2020*

*HU Credits: 2*

*Degree/Cycle: 1st degree (Bachelor)*

*Responsible Department: Communication & Journalism*

*Academic year: 0*

*Semester: 1st Semester*

*Teaching Languages: Hebrew*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Prof. Paul Frosh*

*Coordinator Email: [paul.frosh@mail.huji.ac.il](mailto:paul.frosh@mail.huji.ac.il)*

*Coordinator Office Hours: Mondays 15.00-16.00*

*Teaching Staff:*

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Prof Paul Frosh

Course/Module description:

The course addresses the historical, institutional and cultural connections between two key dynamics of modern societies: the establishment of media industries and the creation of consumer culture.

Course/Module aims:

The course combines a range of textual, sociological and cultural approaches and theories in order to explore the links between media industries and consumer culture, including the political economy of communications, the sociology of cultural production, and material culture.

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

To explain the major theories and topics in research media industries and consumer culture.

To achieve a high level of competence in conceptualizing the communicative, social, political and cultural connections between media industries and consumer culture.

To produce in-depth critical readings of advanced theoretical writings and research in the field.

To compare and contrast central thinkers and schools of thought and to interpret and evaluate their points of similarity and difference.

To analyze contemporary empirical communications and cultural phenomenon in the light of the works studied.

Attendance requirements(%):

100

Teaching arrangement and method of instruction: Lectures.

Course Requirements:

- \* Regular attendance, reading and participation class discussions
- \* Final take-home paper

Course/Module Content:

1. Introduction: Narratives of modern media, narratives of consumption

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## *Part I – Media Industries*

*2. The Culture Industries: Production, Creativity, Control and Profit*

*3. Commercial Mass Media*

*4. The Commercial Contexts of New Media*

## *Part II – Consumer Culture*

*5. Consumer Culture: Historical and Theoretical Issues*

*6. Branding and Consumption: Encounters and Conflicts*

*7. Advertising: Ideological and Institutional Approaches*

*8. Consumer, Citizen, Activist?*

*9. Consumerism and the Nation*

### *Required Reading:*

\* Keith Negus (1997) 'The Production of Culture' in P. Du Gay (ed.) *Production of Culture/Cultures of Production*. Open University/Sage, Milton Keynes/London, pp. 68-102.

\* Raymond Williams (1977) *Dominant, Residual, Emergent*. Chapter 8 in *Marxism and Literature*. Oxford University Press, Oxford, pp. 121-127.

\* Frosh, P (2020) *Photography as a Cultural Industry*. In G. Pasternak, ed. *Handbook of Photography Studies*. Bloomsbury: London.

\* Catherine Johnson (2007) 'Tele-branding in TVIII: The network as brand and the programme as brand.' *New Review of Film and Television Studies* 5(1): 5-24.

\* Joseph Turow (2012) 'Introduction'. Chapter 1 in *Daily You: How the New Advertising Industry is Defining Your Identity and Your Worth*. New Haven, CT, USA: Yale University Press: 65-87.

\* Van Dijck, J. (2013) *Engineering Sociality in a Culture of Connectivity*. Chapter 1 in *The Culture of Connectivity: A Critical History of Social Media*. Oxford: Oxford University Press, 3-23.

\* Benkler, Y. (2006) 'Cultural Freedom: A Culture Both Plastic and Critical.' Chapter 8 in *The Wealth of Networks: How Social Production Transforms Markets and*

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Freedom. Yale University Press, New Haven (273-300).

\* Ann Bermingham (1995) 'Introduction. The Consumption of Culture: Image, Object, Text' in Bermingham A. and Brewer J. (eds) *The Consumption of Culture: Image, Object, Text 1600-1800*. Routledge, London, pp. 1-19.

\* Colin Campbell (1983) 'Romanticism and The Consumer Ethic: Intimations of a Weber-style Thesis'. *Sociological Analysis* 44(4) :279-296

\* Adam Arvidsson (2005) 'Brands: A Critical Perspective'. *Journal of Consumer Culture* 5(2): 235-258.

\* Alison Hearn (2010) 'Structuring feeling: Web 2.0, online ranking and rating, and the digital 'reputation' economy.' *Ephemera* 10(3/4): 421-438.

\* William Leiss, Stephen Kline and Sut Jhally (1997) 'Criticisms of Advertising', Chapter 2 in *Social Communication in Advertising*. University of California Press, Berkeley, pp. 15-33.

\* Lury C. and Warde A. (1997) 'Investments in the Imaginary Consumer: Conjectures Regarding Power, Knowledge and Advertising' in Nava M., Blacke A., MacRury I. and Richards B. (eds) *Buy This Book: Studies in Advertising and Consumption*. London, Routledge: 87-102.

\* Sarah Banet-Weiser and Roopali Mukherjee (2012) Introduction. *Commodity Activism : Cultural Resistance in Neoliberal Times*. New York, New York University Press, pp 1-17.

\* Mica Nava (1991) 'Consumerism Reconsidered: Buying and Power'. *Cultural Studies* 5(2), pp. 157-173.

\* Natan Sznaider (2000) 'Consumerism as a Civilizing Process: Israel and Judaism in the Second Age of Modernity'. *International Journal of Politics, Culture and Society* 14(2): 297-314.

Additional Reading Material:

James Curran (2002) 'Rival Narratives of Media History', Chapter 1 of *Media and Power*. Routledge, London, pp. 3-55.

John Thompson (1995) 'The Media and the Development of Modern Societies', Chapter 2 of *The Media and Modernity: A Social Theory of the Media*. Polity, Cambridge, pp. 44-75.

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David Hesmondhalgh (2002) 'Assessing the Cultural Industries (Chapter 2: pp 49-56), *The Cultural Industries*. Sage, London.

Daniel Mato (2009) 'All Industries are Cultural'. *Cultural Studies* 23(1): 70-87.

Richard A. Peterson and N. Anand (2004) 'The Production of Culture Perspective', *Annual Review of Sociology*, Vol. 30: 311-334.

Hesmondhalgh, D. (2006). Bourdieu, the Media and Cultural Production. *Media, Culture and Society*, 28 (2), pp. 211-231.

Robert McChesney (2000) 'The Political Economy of Communication and the Future of the Field', *Media, Culture and Society* 22(1): 109-116.

Jennifer M. Proffitt, Djung Yune Tchoi and Matthew P. McAllister (2007) 'Plugging Back into The Matrix: The Intertextual Flow of Corporate Media Commodities.' *Journal of Communication Inquiry* 31(3): 239-254.

Eileen R. Meehan (2005) 'Watching Television: A Political Economic Approach.' In Janet Wasko (ed). *A Companion to Television*, Oxford, Blackwell 238-255.

Simone Murray (2004) 'Brand loyalties: rethinking content within global corporate media'. *Media, Culture & Society* 27(3): 415-435.

Robin Andersen (1992) 'Advertising, Economics and the Media'. Chapter 1 in *Consumer Culture and TV Programming*. Westview Press, Boulder, pp. 14-50.

Matthew McAllister (2000) 'From Flick to Flack: The Increased Emphasis on Marketing by Media Entertainment Corporations' in Andersen R. and Strate L. (eds) *Critical Studies in Media Commercialism*. Oxford University Press, Oxford, pp. 101-122.

David Hesmondhalgh (2010) 'User-Generated Content, Free Labour and the Cultural Industries.' *Ephemera* 10(3/4): 267-284.

Robert McChesney (2000) 'So Much for the Magic of Technology and the Free Market: The World Wide Web and the Corporate Media System' (5-35) in Andrew Herman and Thomas Swiss (eds) *The World Wide Web and Contemporary Cultural Theory*. Routledge, London, pp. 5-35.

Vaidhyathan, S. (2011) *Render Unto Caesar: How Google Came to Rule the Web*. Chapter 1 of *The Googlization of Everything (And Why We Should Worry)*. Berkeley: University of California Press (19-31).

Terranova, T. (2000) *Free Labour: Producing Culture for the Digital Economy*. *Social Text* 63, 18(2): 33-58.

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Dahlberg, L. (2005) *The Corporate Colonization of Online Attention and the Marginalization of Critical Communication?*. *Journal of Communication Inquiry* 29(2): 160-180.

Jean Baudrillard (1988) 'Consumer Society' in Jean Baudrillard: *Selected Writings*. Cambridge, Polity: 29-56.

Arjun Appadurai (1986) 'Introduction: Commodities and the Politics of Value' in Appadurai A. (ed) *The Social Life of Things: Commodities in Cultural Perspective*. Cambridge, Cambridge University Press, pp. 3-41.

Zygmunt Bauman (2001) 'Consuming Life', *Journal of Consumer Culture* 1(1), pp. 9-29.

George Ritzer and Nathan Jurgenson (2010) 'Production, Consumption, Prosumption: The nature of capitalism in the age of the digital "prosumer"'. *Journal of Consumer Culture* 2010 10(1): 13-36.

Sarah Banet-Weiser (2012) 'Branding the Postfeminist Self', Chapter 2 *Authentic: The Politics of Ambivalence in a Brand Culture*. New York University Press, New York: 51-89.

Robert Goldman and Stephen Papson (2006) 'Capital's Brandscapes'. *Journal of Consumer Culture* 6(3): 327-353.

Elizabeth Moor (2004) 'Branded Spaces: The Scope of New Marketing'. *Journal of Consumer Culture* 3(1): 39-60.

Raymond Williams (1980) 'Advertising: The Magic System' in *Problems in Materialism and Culture*. Verso, London, pp. 170-195.

Liz McFall (2002) 'What About the Old Cultural Intermediaries? An Historical Review of Advertising Producers'. *Cultural Studies* 16(4) 532-552.

Nava M. (1997) 'Framing Advertising: Cultural Analysis and the Incrimination of Visual Texts' in Nava M., Blacke A., MacRury I. and Richards B. (eds) *Buy This Book: Studies in Advertising and Consumption*. London, Routledge: 34-48.

Michele Micheletti & Dietlind Stolle (2008) 'Fashioning Social Justice Through Political Consumerism, Capitalism, and the Internet.' *Cultural Studies* 22(5), pp. 749-769.

Vince Carducci (2006) 'Culture Jamming: A Sociological Perspective.' *Journal of Consumer Culture* 6(1): 116-138

Sarah Banet-Weiser and Roopali Mukherjee (2012) 'Introduction.' *Commodity*

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*Activism : Cultural Resistance in Neoliberal Times. New York, New York University Press, pp 1-17.*

*Kate Soper (2007) 'Re-thinking the `Good Life`: The citizenship dimension of consumer disaffection with consumerism'. Journal of Consumer Culture 7(2): 205-229.*

*Paul Frosh (2007) 'Penetrating Markets, Fortifying Fences: Advertising, Consumption and Violent National Conflict'. Public Culture 19(3): 461-482.*

*Melissa Aronczyk (2008) "'Living the Brand": Nationality, Globality and the Identity Strategies of Nation Branding Consultants'. International Journal of Communication 2: 41-65.*

*Ishita Sinha Roy (2007) 'Worlds Apart: nation-branding on the National Geographic Channel'. Media, Culture and Society 29(4): 569-592.*

*Course/Module evaluation:*

*End of year written/oral examination 0 %*

*Presentation 0 %*

*Participation in Tutorials 0 %*

*Project work 60 %*

*Assignments 25 %*

*Reports 15 %*

*Research project 0 %*

*Quizzes 0 %*

*Other 0 %*

*Additional information:*

*Participation based on regular class attendance is obligatory.*

*The assessment criteria and assignments may change according to circumstances with respect to the Corona pandemic. They will be determined finally by the version of the syllabus which will be distributed via the course website at the beginning of the semester.*

*It is not possible to write a seminar paper for this course.*