Syllabus

RELATIONSHIP: CELEBRITIES CULTURAL INDUS POLITICS - 54327

Last update 09-01-2014

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Cultural Studies Program

Academic year: 1

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Nahuel Ribke

Coordinator Email: nahuerib@gmail.com

Coordinator Office Hours:

Teaching Staff:
Nahuel Ribke
Course/Module description:
Since Ronald Reagan’s election as the United States President in 1980, there is a growing interest among the academic disciplines of communications and political sciences in the strengthening links between politics and the mass media and politics, and the entertainment industries in particular. During the last two decades many media celebrities have embarked on political careers as candidates or public officials, attracting wide media coverage and provoking an avid debate among scholars and common people about the quality of democracy. The course will discuss and analyze the relationship between celebrities, cultural industries and politics. It proposes to move away from the abstract generalizations regarding the mediatization process, pointing to particular dynamics that evolved within different historical periods, cultures and fields within the cultural industries. During the course we will examine some case studies showing how global technologies and economics as well as local cultural patterns shape the models of interaction between celebrities and politics.

Course/Module aims:
The course aims to give the students analytical tools for a comprehensive understanding of Celebrity phenomenon since the early twentieth century until our days.

Learning outcomes - On successful completion of this module, students should be able to:
1. At the end of the course, students must be acquainted with the basic academic literature on celebrity studies.
2. They should also be able to materialize their knowledge while analyzing particular cases on their own.
3. Students should understand the different mechanisms that transform symbolic capital gained through media exposure into other forms of capital.

Attendance requirements(%):
80%

Teaching arrangement and method of instruction: Lecture

Course/Module Content:
1. Introduction: Celebrities and Social Theory
2. Celebrities as a Text, Celebrities as Ideology and Celebrities as Industry

3. Hollywood during the Cold War: Ronald Reagan continuous performance

4. Hard Bodies Politics: Reagan`s Cultural and Political Legacy

5. Politicians as Celebrities: Personalization and Intimization of Electoral Politics

5. Rock Star as Politician: Agents of Change, Marketization and Self Branding

6. Entrepeneur as Celebrities and Celebrities as Entrepeneurs.

7. Politicians as Celebrities: Personalization and Intimization of Electoral Politics

8. Sport Icons, Ideology and Politics

Required Reading:


Waldman, T. (2003). We All Want to Change the World: Rock and Politics from Elvis to Eminem. Lanham, Taylor


Lily Elizabeth Miller (2004). The Changing Nature of Celebrity from Entertainer to Entrepreneur: Oprah Winfrey as Tastemaker Communication


Additional Reading Material:

Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 10 %
Project work 80 %
Assignments 10 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information: