

Media Studies

Bachelor of Arts (BA)

The Media Studies major is an undergraduate interdisciplinary group major, administered by the Division of Undergraduate and Interdisciplinary Studies in the College of Letters and Science. It applies a range of disciplines in the social sciences and humanities to the understanding of contemporary mass media, their structure, history, content, consequences, and policy implications. The emphasis in the UC Berkeley program is not on media production but rather on the central role that media plays in modern society with special emphasis on political and cultural life.

The program is not a pre-professional course of study but a liberal arts discipline that weaves traditions from communications, anthropology, sociology, political science, and journalism with contemporary critical and cultural studies theory to analyze and assess the role and impact of media in contemporary society.

Declaring the Major

Students planning to declare a major in Media Studies are advised to contact the student affairs officer as early as possible in planning their academic programs. Applications are accepted during fall and spring semesters during periods listed on the program's website (<http://ugis.ls.berkeley.edu/mediastudies>).

Students who wish to declare the major in Media Studies:

- Must have completed at least 30 units of college coursework before applying to the program.
- Must have completed at least three of the major prerequisites, including MEDIAST 10.
- Must be currently enrolled in any remaining prerequisite at the time of application (see list of approved major prerequisites on the Major Requirements tab).
- Must have a minimum grade point average (GPA) of 3.2 in courses relevant to the major. This includes the lower-division prerequisite courses and the equivalency of transferred coursework as well as any lower- or upper-division courses already completed for the major.
- Should declare the major no later than the semester in which they complete the 70th unit. (Junior transfer students should contact the major adviser for Media Studies concerning their eligibility and the equivalency of transferred coursework.)

Students who meet the above criteria are eligible for admission to the major. Students who do not meet the above criteria but wish to declare Media Studies as their major should submit a letter of appeal and a graded paper from a prerequisite course along with a completed application.

More information regarding declaring the major is available on the Media Studies website (http://ugis.ls.berkeley.edu/mediastudies/major.php?page=decl_overview). The application dates and a link to the application are available here (<http://ugis.ls.berkeley.edu/mediastudies>).

Honors Program

To be admitted to the honors program, a student must have attained at least a 3.5 grade point average (GPA) overall in the University and a 3.5 GPA in the major. In order to be granted honors, a student must

write a thesis which in the judgment of the thesis director and the adviser is characterized by superior distinction (MEDIAST H195). For further information on the Honors Program, please see the program's website. (<http://ugis.ls.berkeley.edu/mediastudies/major.php?page=honors>)

Minor Program

There is no minor program in Media Studies.

In addition to the University, campus, and college requirements, listed on the College Requirements tab, students must fulfill the below requirements specific to their major program.

General Guidelines

1. All courses taken to fulfill the major requirements below must be taken for graded credit, other than courses listed which are offered on a *Pass/No Pass* basis only. Other exceptions to this requirement are noted as applicable.
2. No more than one upper-division course may be used to simultaneously fulfill requirements for a student's major and minor programs, with the exception of minors offered outside of the College of Letters and Science.
3. A minimum grade point average (GPA) of 2.0 must be maintained in both upper- and lower-division courses used to fulfill the major requirements.

For information regarding residence requirements and unit requirements, please see the College Requirements tab.

Summary of Major Requirements

Prerequisites: Four courses

Media Studies core courses: Four courses

Methods: One course

Upper-division Electives: Four courses

Prerequisites

MEDIAST 10 Introduction to Media Studies ¹ 4
or MEDIAST N10 Introduction to Media Studies

POL SCI 1 Introduction to American Politics ¹ 4

Select one of the following:

HISTORY 7B Introduction to the History of the United States:
The United States from Civil War to Present ¹

HISTORY 124A The Recent United States: The United States from
the Late 19th Century to the Eve of World War II

HISTORY 124E The Recent United States: The United States from
World War II to the Vietnam Era

HISTORY 131B Social History of the United States: Creating
Modern American Society: From the End of the
Civil War to the Global Age

Select one of the following:

ANTHRO 3AC Introduction to Social/Cultural Anthropology
(American Cultures)

ECON 1 Introduction to Economics ¹

ECON 2 Introduction to Economics--Lecture Format ¹

PSYCH 1 General Psychology ¹

PSYCH 2	Principles of Psychology ¹	
SOCIOL 1	Introduction to Sociology ¹	
SOCIOL 3AC	Principles of Sociology: American Cultures	

¹ Or course equivalents, as recognized by assist.org (<http://www.assist.org>).

Media Studies core courses

MEDIAST 101	Visual Communications	4
MEDIAST 102	Effects of Mass Media	4
MEDIAST C103	Understanding Journalism	4

Select one of the following:

MEDIAST 104A	Freedom of Speech and the Press	
MEDIAST 104E	The History of Journalism	
MEDIAST C104A	History of Information	
MEDIAST 104I	Privacy in the Digital Age	

Methods

Select one lower- or upper-division course from the following:

POL SCI 3	Introduction to Empirical Analysis and Quantitative Methods	
SOCIOL 5	Evaluation of Evidence	
MEDIAST 130	Research Methods in Media Studies	
PSYCH 101	Research and Data Analysis in Psychology	
SOCIOL 105	Research Design and Sociological Methods	

Upper-division Electives

Select four courses from the following list. Students may not take more than 2 courses from any single outside department or program.

All of the courses listed below are permanently approved electives. Additionally, prior to Tele-BEARS each term, the Department publishes a list of "Course Offerings" for the Media Studies program. These lists may include other courses that have been approved—on a one-time basis—as electives for that semester only. The online archive will serve as a record of these course approvals.

Students wishing to have any other course reviewed as a possible Media Studies elective must submit a copy of the course syllabus to a faculty adviser.

AFRICAM 142A	Third World Cinema	4
AFRICAM 142B	Course Not Available	4
AFRICAM 142AC	Race and American Film	4
AMERSTD C112A	American Cultural Landscapes, 1600 to 1900	4
AMERSTD C112B	American Cultural Landscapes, 1900 to Present	4
AMERSTD C172	History of American Business	3
ANTHRO 138A	History and Theory of Ethnographic Film	4
ANTHRO 139	Controlling Processes	4
ANTHRO 144	Course Not Available	4
ANTHRO 149	Psychological Anthropology	4
ANTHRO 156B	Culture and Power	4
ANTHRO 166	Language, Culture, and Society	4
ENGLISH 173	The Language and Literature of Films	4
ENGLISH 176	Literature and Popular Culture	4

FILM 160	National Cinema	4
GWS 125	Women and Film	4
HISTORY 122AC	Antebellum America: The Advent of Mass Society	4
HISTORY 134A	The Age of the City: The Age of the City, 1825-1933	4
HISTORY 134B	Course Not Available	4
INFO 141	Search Engines: Technology, Society, and Business	2
INFO 146	Foundations of New Media	3
INFO 182AC	Course Not Available	
JOURN 180	Course Not Available	4
LINGUIS 150	Sociolinguistics	3
MEDIAST 140	Media and Politics	4
MEDIAST 145	Course Not Available	4
MEDIAST 150	Topics in Film	4
MEDIAST 160	International Media	4
MEDIAST 165	Internet and Culture	4
MEDIAST 170	Cultural History of Advertising	4
MEDIAST 180	Television Studies	4
MEDIAST 190	Special Topics in Media Studies	2-4
POL SCI 106A	American Politics: Campaign Strategy - Media	4
POL SCI 111A	Course Not Available	4
POL SCI 161	Public Opinion, Voting and Participation	4
POL SCI 164A	Political Psychology and Involvement	4
PSYCH C124	Course Not Available	3
PSYCH 160	Social Psychology	3
SOCIOL 110	Organizations and Social Institutions	4
SOCIOL 140	Politics and Social Change	4
SOCIOL 150	Social Psychology	4
SOCIOL 156	Course Not Available	4
SOCIOL 160	Sociology of Culture	4
SOCIOL 166	Society and Technology	4
SOCIOL 170	Course Not Available	
UGBA 106	Marketing	3
UGBA 165	Advertising Strategy	3

Transfer Students

Transfer students may complete MEDIAST 10 at Berkeley, but are urged to complete other major prerequisite courses before arriving on campus. New transfers should see the major adviser on arrival in order to have transfer prerequisites approved. Transfers may need assistance in adding Media Studies 10 to their schedules.

Undergraduate students in the College of Letters and Science must fulfill the following requirements in addition to those required by their major program.

For detailed lists of courses that fulfill college requirements, please see the College of Letters and Sciences (<http://guide.berkeley.edu/archive/2014-15/undergraduate/colleges-schools/letters-science>) page in this bulletin.

Entry Level Writing

All students who will enter the University of California as freshmen must demonstrate their command of the English language by fulfilling the

Entry Level Writing Requirement. Fulfillment of this requirement is also a prerequisite to enrollment in all reading and composition courses at UC Berkeley.

American History and American Institutions

The American History and Institutions requirements are based on the principle that a U.S. resident graduated from an American university should have an understanding of the history and governmental institutions of the United States.

American Cultures

American Cultures is the one requirement that all undergraduate students at Cal need to take and pass in order to graduate. The requirement offers an exciting intellectual environment centered on the study of race, ethnicity and culture of the United States. AC courses offer students opportunities to be part of research-led, highly accomplished teaching environments, grappling with the complexity of American Culture.

Quantitative Reasoning

The Quantitative Reasoning requirement is designed to ensure that students graduate with basic understanding and competency in math, statistics, or computer science. The requirement may be satisfied by exam or by taking an approved course.

Foreign Language

The Foreign Language requirement may be satisfied by demonstrating proficiency in reading comprehension, writing, and conversation in a foreign language equivalent to the second semester college level, either by passing an exam or by completing approved course work.

Reading and Composition

In order to provide a solid foundation in reading, writing and critical thinking the College requires two semesters of lower division work in composition. Students must complete a first-level reading and composition course by the end of their second semester and a second-level course by the end of their fourth semester.

Breadth Requirements

The undergraduate breadth requirements provide Berkeley students with a rich and varied educational experience outside of their major program. As the foundation of a liberal arts education, breadth courses give students a view into the intellectual life of the University while introducing them to a multitude of perspectives and approaches to research and scholarship. Engaging students in new disciplines and with peers from other majors, the breadth experience strengthens interdisciplinary connections and context that prepares Berkeley graduates to understand and solve the complex issues of their day.

Unit Requirements

- 120 total units, including at least 60 L&S units
- Of the 120 units, 36 must be upper division units
- Of the 36 upper division units, 6 must be taken in courses offered outside your major department

Residence Requirements

For units to be considered in "residence," you must be registered in courses on the Berkeley campus as a student in the College of Letters

and Science. Most students automatically fulfill the residence requirement by attending classes here for four years. In general, there is no need to be concerned about this requirement, unless you go abroad for a semester or year or want to take courses at another institution or through University Extension during your senior year. In these cases, you should make an appointment to see an adviser to determine how you can meet the Senior Residence Requirement.

Note: Courses taken through UC Extension do not count toward residence.

Senior Residence Requirement

After you become a senior (with 90 semester units earned toward your B.A. degree), you must complete at least 24 of the remaining 30 units in residence in at least two semesters. To count as residence, a semester must consist of at least 6 passed units. Intercampus Visitor, EAP, and UC Berkeley-Washington Program (UCDC) units are excluded.

You may use a Berkeley summer session to satisfy one semester of the Senior Residence Requirement, provided that you successfully complete 6 units of course work in the Summer Session and that you have been enrolled previously in the College.

Modified Senior Residence Requirement

Participants in the UC Education Abroad Program (EAP) or the UC Berkeley-Washington Program (UCDC) may meet a Modified Senior Residence Requirement by completing 24 (excluding EAP) of their final 60 semester units in residence. At least 12 of these 24 units must be completed after you have completed 90 units.

Upper Division Residence Requirement

You must complete in residence a minimum of 18 units of upper division courses (excluding EAP units), 12 of which must satisfy the requirements for your major.

Mission

The Media Studies major at the University of California at Berkeley is an undergraduate interdisciplinary group major in the Office of Undergraduate and Interdisciplinary Studies (UGIS). Faculty members come from a variety of disciplines, bringing the perspectives and methods of their fields to bear on the analysis of the mass media. The emphasis in the major is analytical and historical. The program is largely concerned with developing in students the ability to assess the roles and impact of the major mass media on American life. Media Studies is not a pre-professional course of study but a liberal arts discipline that weds traditions from communication, anthropology, sociology, political science, and journalism with contemporary critical and cultural studies theory.

The four core courses examine media history, institutions, and policy as well as theory and criticism. Students learn to analyze the impact of the media on public policy and to explore the role of media and popular culture in contemporary society.

In addition to the core courses, students must take an approved methods course in the social sciences and at least four approved elective courses. In the elective courses offered by the Media Studies program, whether students focus on film, television, international media, or political discourse, they are asked to develop critical thinking and analytical skills. Students may also choose to take approved electives offered by

other disciplines on campus including Anthropology, English, History, Linguistics, Journalism, Political Science, and Sociology to name a few.

Critical analysis in Media Studies involves identifying and evaluating evidence, understanding theoretical concepts and being able to apply them to new media materials or situations, and examining the relationships between words and images.

Learning Goals for the Major

Media Studies

MEDIAST 10 Introduction to Media Studies 4 Units

The objective of this class is to enhance students' knowledge of media's industrial and cultural functions by introducing them to key perspectives and methods of study that stress a) how media systems have and continue to develop in the United States and across the globe as well as b) how we use and make meaning with media as part of our everyday lived experiences. To consider media's social, economic, political, and cultural impact, the course will investigate a number of ways of understanding its production, form, reception, and influence, being careful to recognize how these approaches relate to each other and to a wide array of diverse case studies in television, film, recorded music, print, video games, and online.

Rules & Requirements

Credit Restrictions: A deficient grade may be removed by taking Media Studies 10 or Media Studies N10.

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 2 hours of discussion per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

MEDIAST N10 Introduction to Media Studies 4 Units

The objective of this class is to enhance students' knowledge of media's industrial and cultural functions by introducing them to key perspectives and methods of study that stress a) how media systems have and continue to develop in the United States and across the globe as well as b) how we use and make meaning with media as part of our everyday lived experiences. To consider media's social, economic, political, and cultural impact, the course will investigate a number of ways of understanding its production, form, reception, and influence, being careful to recognize how these approaches relate to each other and to a wide array of diverse case studies in television, film, recorded music, print, video games, and online.

Rules & Requirements

Credit Restrictions: A deficient grade may be removed by taking Media Studies 10 or Media Studies N10.

Hours & Format

Summer:

6 weeks - 10 hours of lecture per week
8 weeks - 8 hours of lecture per week
10 weeks - 6 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

MEDIAST 24 Freshman Seminar 1 Unit

The Freshman Seminar Program has been designed to provide new students with the opportunity to explore an intellectual topic with a faculty member in a small seminar setting. Freshman seminars are offered in all campus departments, and topics vary from department to department and semester to semester. Enrollment limited to 15 freshmen.

Rules & Requirements

Repeat rules: Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 1 hour of seminar per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Final exam required.

MEDIAST 84 Sophomore Seminar 1 or 2 Units

Sophomore seminars are small interactive courses offered by faculty members in departments all across the campus. Sophomore seminars offer opportunity for close, regular intellectual contact between faculty members and students in the crucial second year. The topics vary from department to department and semester to semester. Enrollment limited to 15 sophomores.

Rules & Requirements

Prerequisites: At discretion of instructor

Repeat rules: Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

Hours & Format**Fall and/or spring:**

5 weeks - 3-6 hours of seminar per week

10 weeks - 1.5-3 hours of seminar per week

15 weeks - 1-2 hours of seminar per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Final exam required.

MEDIAST 101 Visual Communications 4 Units

This course aims to promote a critical understanding of visual culture from a critical theory perspective. It is designed to foster a critical understanding of media images, inviting students to question and critique the many and multiple messages at work within visual culture. It is organized around the different cultural and social theoretical approaches used to analyze visual images and explain the role of visual media in today's society.

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Repeat rules: Course may be repeated for credit.

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 2 hours of discussion per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Instructor: Jackson

MEDIAST 102 Effects of Mass Media 4 Units

This course examines the often contentious history of communication theory concerning media effects. At issue among scholars working within different research traditions are core disagreements about what should be studied (institutions, texts, audiences, technologies), how they should be studied, and even what constitutes an "effect." Course readings and lectures stress an understanding of different empirical and critical research traditions by focusing on the social, political, and historical contexts surrounding them, the research models and methods they employ, as well as the findings and conclusions they have reached. Course assignments and exams assess student understanding of course readings as well as the ability to apply mass media theory to new media texts.

Rules & Requirements

Prerequisites: 10 or consent of instructor

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Instructor: Retzinger

Formerly known as: Mass Communications 102**MEDIAST C103 Understanding Journalism 4 Units**

In this course, students learn why sound journalism is so important to a healthy, working democracy. Journalism is rapidly changing. The class will give a context to those changes and provide an overview of contemporary journalistic institutions. Students will examine how news is made, who decides what news is, who makes it, who profits by it, and what rules guide how reporters and editors work. Central issues affecting journalism, such as bias and professionalism, will be discussed. The class is not specifically intended for future journalists, but students will learn why pursuing a career in journalism can be so fulfilling and thrilling, as well as becoming better consumers of the news.

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Hours & Format

Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Instructor: Goldstein

Also listed as: JOURN C141

MEDIAST 104A Freedom of Speech and the Press 3 Units

The course considers the history and contemporary meaning of the First Amendment guarantees of freedom of speech and the press. Emphasizing the real world implications of major Supreme Court decisions, the course examines restrictions on speech and press imposed by national security, libel, injurious speech, and privacy, as well as issues of access to information and government regulation of new media.

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Hours & Format

Fall and/or spring: 15 weeks - 3-4 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Mass Communications 104

MEDIAST 104B The History of Journalism 3 Units

The history of journalism is a broad subject--far broader than can comprehensively be covered in a single course. So necessarily, this course takes an idiosyncratic approach. This course examines how news has been defined, discovered, and communicated from its early modern origins to the present. It will also focus on particular areas of journalism. The class will take a critical look at how wars get reported on, including the current war in Iraq. The class will examine the role of journalists in the rise of the Cold War more than half a century ago. It will also examine the importance of media barons, by studying two highly readable biographies, one of William Randolph Hearst, the other of Katherine Graham. And finally, the class will look at the role journalists played in unseating President Nixon.

Rules & Requirements

Prerequisites: 10 or consent of instructor

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Instructor: Goldstein

Formerly known as: Journalism 141

MEDIAST 104D Privacy in the Digital Age 4 Units

This course examines issues of privacy in contemporary society, with an emphasis on how privacy is affected by technological change. After an introduction to features of the American legal system and the theoretical underpinnings of privacy law, we will consider privacy in the context of law enforcement investigations, national security, government records and databases, newsgathering torts, commercial databases and First Amendment limitations on privacy regulation.

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 1 hour of discussion per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

MEDIAST C104C History of Information 3 Units

This course explores the history of information and associated technologies, uncovering why we think of ours as "the information age." We will select moments in the evolution of production, recording, and storage from the earliest writing systems to the world of Short Message Service (SMS) and blogs. In every instance, we'll be concerned with both what and when and how and why, and we will keep returning to the question of technological determinism: how do technological developments affect society and vice versa?

Rules & Requirements

Prerequisites: Upper level undergraduates

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture per week

Summer: 6 weeks - 7.5 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Instructors: Duguid, Nunberg

Formerly known as: Information Systems and Management C103

Also listed as: COG SCI C103/HISTORY C192/INFO C103

MEDIAST 130 Research Methods in Media Studies 4 Units

This course is intended to familiarize students with some of the primary research methods used to study mass media texts and audiences (and the relationship between the two). Because the field of media studies has historical roots in both the social sciences and humanities, the course will cover both quantitative and qualitative approaches to communications research. Course readings will describe research methods, offer examples of research projects and findings, and present critiques of research studies and methods. Course assignments will involve designing and conducting a series of sample projects on a single topic of the student's choosing in order to gain a fuller understanding of various research methods and their limitations and strengths. There are five separate research projects on the syllabus; students must complete the first project and may conduct any three of the remaining four projects. Students must present and discuss their research findings for one project to the class.

Rules & Requirements

Prerequisites: 10 or permission of instructor

Hours & Format

Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Instructor: Retzinger

Formerly known as: Mass Communications 130

MEDIAST 140 Media and Politics 4 Units

This course will examine the influence of consumer marketing trends and techniques on presidential campaigns, and on political culture more broadly. How much truth is there to the idea that selling politicians is like "selling soap"? What is the difference between the psychology of the citizen and the psychology of the consumer? How are the political process and democratic discourse being transformed, for better or worse, by the use of such techniques?

Rules & Requirements

Prerequisites: Junior or senior standing in the Media Studies major

Hours & Format

Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

MEDIAST 150 Topics in Film 4 Units

Topics in film employs theory to examine different film genres, historical periods, and topics.

Rules & Requirements

Prerequisites: 10 or consent of instructor

Repeat rules: Course may be repeated for credit. Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 4 hours of seminar per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Mass Communications 190

MEDIAST 160 International Media 4 Units

Case studies of the foreign mass media. Focus may be on the press and publishing, broadcasting, documentaries, or new media. Possible topics: Pacific Rim press; mass media in China; Israeli and Palestinian media.

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Repeat rules: Course may be repeated for credit as topic varies. Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

MEDIAST 165 Internet and Culture 4 Units

This class uses the approaches of media studies and cultural studies to critically consider how historical and emerging new media technologies—as well as the behaviors and forms of cultural production associated with them—influence and are themselves influenced by our everyday practices and lived experiences. It focuses particularly on concerns of identity, community, access, citizenship, industry, and regulation as these relate to social networking, collective endeavor, and public speech.

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Hours & Format

Fall and/or spring: 15 weeks - 4 hours of seminar per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Instructor: Jackson

MEDIAST 170 Cultural History of Advertising 4 Units

Introduction to the history of advertising and the roots of consumer culture in the United States. Presents contrasting approaches to the study of advertising and the analysis of advertising themes and images.

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Repeat rules: Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Instructor: Retzinger

MEDIAST 180 Television Studies 4 Units

This course examines contemporary approaches to the study of television, investigating television's social, political, commercial, and cultural dimensions. Readings and assignments require students to apply critical perspectives to television programming and to the analysis of individual television texts.

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Repeat rules: Course may be repeated for credit as topic varies. Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Instructor: Jackson

MEDIAST 190 Special Topics in Media Studies 2 - 4 Units

Normally open only to Media Studies majors who have already completed 12 units of upper division work in the major. Advanced study in Media Studies with topics to be announced each semester.

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Repeat rules: Course may be repeated for credit. Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 2-4 hours of seminar per week

Summer:

6 weeks - 5-10 hours of seminar per week

8 weeks - 3.5-7.5 hours of seminar per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Mass Communications 190

MEDIAST H195 Honors Colloquium 3 Units

Under the supervision of the instructor, students will work toward preparing scholarly theses in the field, basing their work on theoretical considerations and, where applicable, analyzing empirical data.

Rules & Requirements

Prerequisites: Media Studies major

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of seminar per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam not required.

Instructor: Jackson

MEDIAST C196A UCDC Core Seminar 4 Units

This course is the UCDC letter-graded core seminar for 4 units that complements the P/NP credited internship course UGIS C196B. Core seminars are designed to enhance the experience of and provide an intellectual framework for the student's internship. UCDC core seminars are taught in sections that cover various tracks such as the Congress, media, bureaucratic organizations and the Executive Branch, international relations, public policy and general un-themed original research.

Rules & Requirements

Prerequisites: C196B (must be taken concurrently)

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 1 hour of discussion per week

Summer: 10 weeks - 4.5 hours of lecture and 1.5 hours of discussion per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam not required.

Also listed as: GWS C196A/HISTART C196A/HISTORY C196A/
POL SCI C196A/POLECON C196A/SOCIOL C196A/UGIS C196A

MEDIAST C196B UCDC Internship 6.5 Units

This course provides a credited internship for all students enrolled in the UCDC and Cal in the Capital Programs. It must be taken in conjunction with the required academic core course C196A. C196B requires that students work 3-4 days per week as interns in settings selected to provide them with exposure to and experience in government, public policy, international affairs, media, the arts or other areas or relevance to their major fields of study.

Rules & Requirements

Prerequisites: C196A (must be taken concurrently)

Hours & Format

Fall and/or spring: 15 weeks - 24-30 hours of internship per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Offered for pass/not pass grade only. Final exam not required.

Also listed as: GWS C196B/HISTART C196B/HISTORY C196B/
POL SCI C196B/POLECON C196B/SOCIOL C196B/UGIS C196B

MEDIAST C196W Special Field Research 10.5 Units

Students work in selected internship programs approved in advance by the faculty coordinator and for which written contracts have been established between the sponsoring organization and the student. Students will be expected to produce two progress reports for their faculty coordinator during the course of the internship, as well as a final paper for the course consisting of at least 35 pages. Other restrictions apply; see faculty adviser.

Rules & Requirements

Prerequisites: Consent of instructor

Repeat rules: Course may be repeated for a maximum of 12 units. Course may be repeated for a maximum of 12 units.

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of seminar and 25 hours of internship per week

Summer:

6 weeks - 7.5 hours of seminar and 60 hours of internship per week

8 weeks - 6 hours of seminar and 50 hours of internship per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam not required.

Formerly known as: 196W

Also listed as: GWS C196W/HISTART C196W/HISTORY C196W/
POL SCI C196W/POLECON C196W/SOCIOL C196W/UGIS C196W

MEDIAST 198 Directed Group Study for Advanced Undergraduates 1 - 4 Units

Seminars for the group study of selected topics not covered by regularly scheduled courses. Topics will vary from year to year.

Rules & Requirements

Prerequisites: Media Studies major, with at least junior standing

Repeat rules: Course may be repeated for credit. Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of directed group study per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Offered for pass/not pass grade only. Final exam not required.

Formerly known as: Mass Communications 198

MEDIAST 199 Supervised Independent Study for Advanced Undergraduates 1 - 4 Units
Independent study and research by arrangement with faculty.

Rules & Requirements

Prerequisites: Media Studies major, with at least junior standing

Credit Restrictions: Enrollment is restricted; see the Introduction to Courses and Curricula section of this catalog.

Repeat rules: Course may be repeated for credit. Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 0 hours of independent study per week

Summer:

6 weeks - 2.5-10 hours of independent study per week

8 weeks - 1.5-7.5 hours of independent study per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Offered for pass/not pass grade only. Final exam not required.

Formerly known as: Mass Communications 199