

# Media Studies

## Bachelor of Arts (BA)

The Media Studies major is an undergraduate interdisciplinary group major in the Office of Undergraduate and Interdisciplinary Studies in the Division of Undergraduate 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 preprofessional course of study but a liberal arts discipline that weaves traditions from communication, 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 academic adviser 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://mediastudies.ugis.berkeley.edu>). The application dates and a link to the application are available on the home page.

## 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://mediastudies.ugis.berkeley.edu/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 (letter grade).
2. Students must complete a minimum of 30 upper division units in approved courses for the Media Studies major.
3. Students may not take more than two courses from any single outside department or program for the Media Studies major.
4. No more than one upper division course may be used to simultaneously fulfill requirements for a student's major and minor programs.
5. 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 <sup>1</sup>	4
or MEDIAST N10	Introduction to Media Studies	
POL SCI 1	Introduction to American Politics <sup>1</sup>	4

Select one of the following:

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

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

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 <sup>1</sup>

ECON 2 Introduction to Economics--Lecture Format <sup>1</sup>

PSYCH 1 General Psychology <sup>1</sup>

PSYCH 2	Principles of Psychology <sup>1</sup>	
SOCIOL 1	Introduction to Sociology <sup>1</sup>	
SOCIOL 3AC	Principles of Sociology: American Cultures	

<sup>1</sup> 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 C104C	Course Not Available	
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	
SOCIOL 7	The Power of Numbers: Quantitative Data in Social Sciences	
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 two 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, Media Studies publishes a list of Current Courses (<http://mediastudies.ugis.berkeley.edu/courses/current-term>) . This list 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 142AC	Race and American Film	4
AMERSTD C112A	American Cultural Landscapes, 1600 to 1900	4
AMERSTD C112E	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 156B	Culture and Power	4
ANTHRO 166	Language, Culture, and Society	4
ENGLISH 173	The Language and Literature of Films	4
ENGLISH N173	The Language and Literature of Films	3
ENGLISH 176	Literature and Popular Culture	4

ENGLISH N176	Literature and Popular Culture	3
FILM 160	National Cinema	4
FILM N160	Course Not Available	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
INFO 141	Search Engines: Technology, Society, and Business	2
INFO 146	Course Not Available	
LINGUIS 150	Sociolinguistics	3
MEDIAST 140	Media and Politics	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 161	Public Opinion, Voting and Participation	4
POL SCI 164A	Political Psychology and Involvement	4
PSYCH 160	Social Psychology	3
PSYCH N160	Social Psychology	3
SOCIOL 110	Organizations and Social Institutions	4
SOCIOL 111	Sociology of the Family	4
SOCIOL 140	Politics and Social Change	4
SOCIOL 150	Social Psychology	4
SOCIOL 160	Sociology of Culture	4
SOCIOL 166	Society and Technology	4
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 & 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 & Sciences (<http://guide.berkeley.edu/archive/2015-16/undergraduate/colleges-schools/letters-science>) page in this Guide.

## 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 US 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 & 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 BA 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. Inter-campus 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.

Students are encouraged to familiarize themselves with the Media Studies major requirements before making a program plan. For more detailed information regarding the courses listed below (e.g., elective information, GPA requirements, etc.), see the College Requirements and Major Requirements tabs.

	Fall	Units	First Year	
			Spring	Units
Reading & Composition A		4 Reading & Composition B		4
POL SCI 1 (Social and Behavioral Sciences Breadth)		4 Introduction to Social Sciences Prerequisite		3-4
Alternate Major Prerequisite		4 HISTORY 7B (Historical Studies Breadth)		4
L & S 10 (or L&S Elective)		1 Alternate Major Prerequisite		4
Freshman Seminar or L&S Elective		1 Freshman Seminar or L&S Elective		1
		14		16-17
	Fall	Units	Second Year	
			Spring	Units
MEDIAST 10 (pending instructor approval)		4 MEDIAST 101 (pending instructor approval)		4

Alternate Major Prerequisite	4 Media Studies Upper Division Elective #1 (one that could work for alternate major if possible)	4
L&S Breadth	4 L&S Elective	3
L&S Elective	3 L&S Breadth	4
	<b>15</b>	<b>15</b>
<b>Third Year</b>		
	<b>Fall</b>	<b>Units</b>
MEDIAST 102	4 MEDIAST C103	4
Media Studies Upper Division Elective #2	4 Media Studies Upper Division Elective #3	4
American Cultures Requirement	3 L&S Breadth	4
L&S Breadth	4 URAP or L&S Elective	3
Internship or L&S Elective	1	
	<b>16</b>	<b>15</b>
<b>Fourth Year</b>		
	<b>Fall</b>	<b>Units</b>
MEDIAST 130 (or other approved option)	4 Choose One:	3-4
Media Studies Upper Division Elective #4	4 MEDIAST	
L&S Breadth	4 MEDIAST 104B	
Upper Division Elective (outside of Media Studies), if needed	3 MEDIAST	
Internship or L&S Elective	1 MEDIAST 104D	
	MEDIAST H15 (if eligible or L&S Elective)	3
	L&S Elective	4
	Upper Division Elective, outside Media Studies, if needed	3
	<b>16</b>	<b>13-14</b>

Total Units: 120-122

## Notes

Each student's plan will vary, depending on interests and class offerings. Plan on consulting your Letters & Science adviser and your major adviser on a regular basis or at least once a semester, especially if you are interested in applying for graduate school, studying abroad, attending summer school, pursuing a minor or second major, or have any concerns or questions about your major classes or your degree progress.

Note: students must complete a minimum of 13 units per term to be considered full-time, with a total of 120 units needed to graduate.

For more detailed information regarding the courses listed below (e.g., elective information, GPA requirements, etc.), please see the Major Requirements tab.

## Accelerated Program Plans

For students considering graduating in less than four years, it's important to acknowledge the reasons to undertake such a plan of study. While

there are advantages to pursuing a three-year degree plan such as reducing financial burdens, they are not for everyone and do involve sacrifices; especially with respect to participating in co-curricular activities, depth of study, and summer internships, which typically lead to jobs upon graduation. All things considered, please see the tables for three and three and a half year degree options.

4 Year Plan with EAP or UCDC Option ([http://mediastudies.ugis.berkeley.edu/sites/default/files/UCB\\_Pathways\\_MEDIAST\\_4E-Years.pdf](http://mediastudies.ugis.berkeley.edu/sites/default/files/UCB_Pathways_MEDIAST_4E-Years.pdf))

3.5 Year Plan ([http://mediastudies.ugis.berkeley.edu/sites/default/files/UCB\\_Pathways\\_MEDIAST\\_3.5-Years.pdf](http://mediastudies.ugis.berkeley.edu/sites/default/files/UCB_Pathways_MEDIAST_3.5-Years.pdf))

3 Year Plan ([http://mediastudies.ugis.berkeley.edu/sites/default/files/UCB\\_Pathways\\_MEDIAST\\_3-Years.pdf](http://mediastudies.ugis.berkeley.edu/sites/default/files/UCB_Pathways_MEDIAST_3-Years.pdf))

## 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 preprofessional 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

Visit Learning Initiative (<http://mediastudies.ugis.berkeley.edu/learning-initiative>) on the Media Studies website (<http://mediastudies.ugis.berkeley.edu>) .

## Media Studies

### MEDIAST 10 Introduction to Media Studies 4 Units

Terms offered: Fall 2017, Fall 2016, Fall 2015

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

Terms offered: Summer 2017 8 Week Session, Summer 2016 10 Week Session, Summer 2016 8 Week Session

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

Terms offered: Spring 2017, Spring 2016, Fall 2015

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

Terms offered: Spring 2017, Spring 2016, Fall 2013

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**

Terms offered: Spring 2017, Spring 2016, Spring 2015

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**

Terms offered: Fall 2017, Fall 2016, Fall 2015

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 it should be studied, and even what constitutes an "effect." Empirical and critical/cultural research and theory are examined with an emphasis on the social, political, and historical contexts surrounding them.

**Rules & Requirements**

**Prerequisites:** 10 or consent of instructor

**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:** Timke

**MEDIAST 103 Understanding Journalism 4 Units**

Terms offered: Spring 2017

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 - 3-4 hours of lecture per week

**Additional Details**

**Subject/Course Level:** Media Studies/Undergraduate

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

**Instructors:** Goldstein, Retzinger

**MEDIAST C103 Understanding Journalism 4 Units**

Terms offered: Spring 2016, Spring 2015, Spring 2014

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**

Terms offered: Spring 2017, Spring 2016, Spring 2015

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**

Terms offered: Fall 2017, Fall 2015, Fall 2014

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 3 Units**

Terms offered: Fall 2017, Fall 2016, Fall 2015

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 and national security investigations; government records and databases; commercial enterprises; and the freedoms of speech and press.

**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.

**MEDIAST 130 Research Methods in Media Studies 4 Units**

Terms offered: Fall 2017, Fall 2016, Fall 2015

This course is intended to familiarize students with some of the primary quantitative and qualitative research methods used to study media texts and audiences. In addition to reading and critiquing prior research employing various methodologies, students will gain practical hands-on experience using these methods in sample research projects.

**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:** Timke

**MEDIAST 140 Media and Politics 4 Units**

Terms offered: Fall 2017, Fall 2016, Spring 2015

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**

Terms offered: Spring 2013, Fall 2012, Spring 2012

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**

Terms offered: Spring 2017, Spring 2016, Spring 2015

This course offers an introduction to international communication and globalization theory, examines media industries abroad (focusing on one or more of the following: film, television, music, news, magazines, advertising, and/or new media), and explores content produced within those industries through specific case studies. Possible topics include alternatives to Hollywood film (Bollywood and Nollywood), television format sales and programming, the globalization of popular cultures (e.g., Korean Wave and Swedish music), diasporic communities, and global networks and fandoms.

**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:** Timke

**MEDIAST 165 Internet and Culture 4 Units**

Terms offered: Fall 2017, Fall 2016, Fall 2015

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**

Terms offered: Spring 2017, Spring 2016, Spring 2015

This course examines the place and impact of advertising in the rise of consumer culture within the United States from the late 19th century to present. The course explores the functions and purposes of advertising and employs rhetorical/visual analysis and semiotic theory to analyze advertising themes and images from different historical periods.

**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:** Timke



**MEDIAST 180 Television Studies 4 Units**

Terms offered: Spring 2017, Spring 2016, Spring 2015

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**

Terms offered: Fall 2017, Spring 2017, Fall 2016

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**

Terms offered: Spring 2017, Spring 2016, Spring 2015

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 colloquium per week

**Additional Details**

**Subject/Course Level:** Media Studies/Undergraduate

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

**Instructors:** Jackson, Timke

**MEDIAST C196A UCDC Core Seminar 4 Units**

Terms offered: Fall 2017, Spring 2017, Fall 2016

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 seminar per week

**Summer:** 10 weeks - 4.5 hours of seminar 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**

Terms offered: Fall 2017, Spring 2017, Fall 2016

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 - 20 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**

Terms offered: Fall 2017, Spring 2017, Fall 2016, Spring 2016, Fall 2015, Spring 2015, Fall 2014

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**

Terms offered: Fall 2017, Spring 2017, Fall 2016

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**

Terms offered: Fall 2017, Summer 2017 Second 6 Week Session, Spring 2017

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

**Faculty Advisory Committee**

**Bruce Cain, *Professor Emeritus*.** (Political Science)

**Paul Duguid, *Visiting Professor*.** (School of Information). Trademark, information, communities of practice.

Research Profile (<http://vcresearch.berkeley.edu/faculty/paul-duguid>)

**John Ellwood, Professor.** (Public Policy). Public policy, financial management, public sector budgeting.  
Research Profile (<http://vcresearch.berkeley.edu/faculty/john-w-ellwood>)

**Thomas Goldstein, Professor.** (Journalism and Media Studies).  
Journalism, mass communications, writer, reporter, editor.  
Research Profile (<http://vcresearch.berkeley.edu/faculty/thomas-goldstein>)

**David Henkin, Professor.** (History). History, U.S. History, urban history, cultural history, History of Time.  
Research Profile (<http://vcresearch.berkeley.edu/faculty/david-henkin>)

**Neil Henry, Professor Emeritus.** (Journalism). Race, Africa, urban society, journalism, newspapers, community reporting, journalistic values, foreign reporting, sports, fraud.  
Research Profile (<http://vcresearch.berkeley.edu/faculty/neil-henry>)

**Thomas Leonard, Professor Emeritus.** (University Librarian).  
Journalism, the press, role of the press in society, journalists and historians, Americans, American history.  
Research Profile (<http://vcresearch.berkeley.edu/faculty/thomas-c-leonard>)

**Jean P. Retzinger, Lecturer.** (Media Studies)

**Annalee Saxenian, Professor.** (School of Information). Innovation, information management, entrepreneurship, Silicon Valley, regional economic development, high skilled immigration, Asian development.  
Research Profile (<http://vcresearch.berkeley.edu/faculty/annalee-saxenian>)

**Laura Stoker, Department Chair.** (Political Science). American politics, political behavior, political psychology, public opinion, voting and elections, political socialization, research design and empirical methods.  
Research Profile (<http://vcresearch.berkeley.edu/faculty/laura-stoker>)