

Media Studies

Overview

The Media Studies program is an undergraduate interdisciplinary group major in the Office of Undergraduate and Interdisciplinary Studies (<http://ls.berkeley.edu/about-college/l-s-divisions/undergraduate-division/ugis>) in the Division of Undergraduate Studies in the College of Letters and Science. Our 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. Our emphasis in this major is analytical and historical; we are largely concerned with developing in students the ability to assess the roles and impact of the major mass media on American life, rather than with developing specific media production skills.

Undergraduate Program

Media Studies (<http://guide.berkeley.edu/archive/2015-16/undergraduate/degree-programs/media-studies>) : BA

Graduate Program

There is no graduate program in Media Studies.

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