

Media Studies

Bachelor of Arts (BA)

The major applies perspectives from liberal arts disciplines in the social sciences and humanities to examine the central role that media plays in the economic, social, political, and cultural life of citizens in modern societies. Our emphasis in this major is historical and theoretical, examining media systems, institutions, policies, and practices. We offer students the analytical tools available to examine media—old and new, local to global—as well as media consumption and meaning-making processes.

The program weaves traditions from communication, history, anthropology, sociology, and political science with critical and cultural studies theory to analyze and assess the role and meaning of media in contemporary societies.

Declaring the Major

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

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 MEDIAS 10.
- Must be currently enrolled in any remaining prerequisite at the time of application (see the 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 adviser is characterized by superior distinction. The honors program includes two

courses: MEDIAS H194 and MEDIAS 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 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. This includes any combined courses which are counted as an elective taken simultaneously from all sponsoring departments or programs.
4. No more than one upper-division course may be used to simultaneously fulfill requirements for a student's major and minor programs.
5. No more than two upper-division courses may be used to simultaneously fulfill requirements for major requirements for a double major.
6. 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

MEDIAS 10	Introduction to Media Studies ¹	4
or MEDIAS 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 [4] ¹

HISTORY 124A The Recent United States: The United States from the Late 19th Century to the Eve of World War II [4]

HISTORY 124E The Recent United States: The United States from World War II [4]

HISTORY 131B Social History of the United States: Creating Modern American Society: From the End of the Civil War to the Global Age [4]

Select one of the following:

ANTHRO 3AC Introduction to Social/Cultural Anthropology (American Cultures) [4]

ECON 1	Introduction to Economics [4] ¹	
ECON 2	Introduction to Economics--Lecture Format [4] ¹	
PSYCH 1	General Psychology [3] ¹	
PSYCH 2	Principles of Psychology [3] ¹	
SOCIOL 1	Introduction to Sociology [4] ¹	
SOCIOL 3AC	Principles of Sociology: American Cultures [4]	

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

Media Studies Core Courses

MEDIAST 111	Media History	4
MEDIAST 112	Media Theories and Processes	4
MEDIAST 113	Media and Democracy	4

Methods

Select one lower or upper division course from the following:

MEDIAST 130	Research Methods in Media Studies [4]	
POL SCI 3	Introduction to Empirical Analysis and Quantitative Methods [4]	
PSYCH 101	Research and Data Analysis in Psychology [4]	
SOCIOL 5	Evaluation of Evidence [4]	
SOCIOL 7	The Power of Numbers: Quantitative Data in Social Sciences [4]	
SOCIOL 105	Research Design and Sociological Methods [5]	

Upper Division Electives

Students must complete five upper-division electives for the major, including at least one elective each from each of the following three groups:

- Group A: History
- Group B: Specialization in a Medium
- Group C: Theory and Application

All of the courses listed below are approved electives. This list is updated annually. Additional, prior to enrolling each term, Media Studies publishes a list of Current Courses. 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 elective for Media Studies must submit a copy of the course syllabus to a faculty adviser.

Group A

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 C136K	Who Owns the Past? Cultural Heritage in a Digital Age	4
GEOG C160B	American Cultural Landscapes, 1900 to Present	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
L & S C180W	Who Owns the Past? Cultural Heritage in a Digital Age	4

MEDIAST 104A	Freedom of Speech and the Press	3
MEDIAST 170	Cultural History of Advertising	4
UGBA C172	History of American Business	3

Group B

AFRICAM 142A	Third World Cinema	4
AFRICAM 142AC	Race and American Film	4
ANTHRO 138A	History and Theory of Ethnographic Film	4
ASAMST 171	Asian Americans in Film and Video	4
CHICANO 135A	Latino Narrative Film: to the 1980s	4
CHICANO 135B	Latino Narrative Film Since 1990	4
CHICANO 135C	Latino Documentary Film	4
CHINESE 172	Contemporary Chinese Language Cinema	4
DEMOG 161	Population Apocalypse in Film and Science	3
ENGLISH 173	The Language and Literature of Films	4
ENGLISH 176	Literature and Popular Culture	4
or ENGLISH N176	Course Not Available	
ETH STD 122AC	Ethnicity and Race in Contemporary American Films	4
FILM 108	Special Topics in Film Genre	4
FILM 128	Documentary	4
FILM 129	History of Avant-Garde Film	4
FILM 140	Course Not Available	4
FILM 151	Auteur Theory	4
FILM 160	National Cinema	4
GWS 125	Women and Film	4
INFO C167	Virtual Communities/Social Media	4
ITALIAN 170	The Italian Cinema: History, Genres, Authors	4
ITALIAN 175	Film and Literature (in English)	4
JAPAN 185	Introduction to Japanese Cinema	4
JOURN 111	Social Media and Journalism	3
KOREAN 187	History and Memory in Korean Cinema	4
KOREAN 188	Cold War Culture in Korea: Literature and Film	4
MEDIAST 150	Topics in Film	4
MEDIAST 165	Internet and Culture	4
MEDIAST 180	Television Studies	4
NATAMST 158	Native Americans and the Cinema	4
or NATAMST N158	Native Americans and the Cinema	
RHETOR 114	Rhetoric of New Media	4
RHETOR 130	Novel into Film	4
RHETOR 132T	Auteur in Film	4
RHETOR 138	Television Criticism	4
SCANDIN 115	Studies in Drama and Film	4
SOCIOL C167	Virtual Communities/Social Media	4
THEATER 118AC	Performance, Television, and Social Media	4

Group C

AFRICAM C134	Information Technology and Society	4
AMERSTD C134	Information Technology and Society	4
ANTHRO 139	Controlling Processes	4
ANTHRO 150	Utopia: Art and Power in Modern Times	4
ANTHRO 155	Modernity	4
ANTHRO 156B	Culture and Power	4

ANTHRO 160AC	Forms of Folklore	4
ANTHRO 162	Topics in Folklore	4
ANTHRO 166	Language, Culture, and Society	4
ASAMST 138	Topics in Asian Popular Culture	4
DUTCH 171AC	From New Amsterdam to New York: Race, Culture, and Identity in New Netherland	4
GWS 140	Feminist Cultural Studies	4
GWS C146B	Cultural Representations of Sexualities: Queer Visual Culture	4
ISF 100H	Introduction to Media and International Relations	4
LGBT C146B	Cultural Representations of Sexualities: Queer Visual Culture	4
L & S C180U	Wealth and Poverty	4
LINGUIS 150	Sociolinguistics	3
MEDIAST 101	Visual Culture	4
MEDIAST 104D	Privacy in the Digital Age	3
MEDIAST 140	Media and Politics	4
MEDIAST 160	International Media	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	3, 4
PSYCH 160	Social Psychology	3
or PSYCH N160	Social Psychology	
PSYCH 166AC	Cultural Psychology	3
PUB POL C103	Wealth and Poverty	4
SOCIO 110	Organizations and Social Institutions	4
SOCIO 111AC	Sociology of the Family	4
SOCIO 117	Sport As a Social Institution	4
SOCIO 133	Sociology of Gender	4
SOCIO 140	Politics and Social Change	4
SOCIO 150	Social Psychology	4
SOCIO 160	Sociology of Culture	4
SOCIO 166	Society and Technology	4
UGBA 106	Marketing	3
UGBA 160	Consumer Behavior	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 faculty adviser on arrival in order to have transfer prerequisites approved. Transfers may need assistance in adding Media Studies 10 to their schedules.

Undergraduate students must fulfill the following requirements in addition to those required by their major program.

For detailed lists of courses that fulfill college requirements, please review the College of Letters & Sciences (<http://guide.berkeley.edu/archive/2018-19/undergraduate/colleges-schools/letters-science>) page in this Guide. For College advising appointments, please visit the L&S Advising (<https://ls.berkeley.edu/advising/about-undergraduate-advising-services>) Pages.

University of California Requirements

Entry Level Writing (<http://writing.berkeley.edu/node/78>)

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 (<http://guide.berkeley.edu/archive/2018-19/undergraduate/colleges-schools/letters-science/american-history-institutions-requirement>)

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.

Berkeley Campus Requirement

American Cultures (<http://americancultures.berkeley.edu/students/courses>)

All undergraduate students at Cal need to take and pass this course 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.

College of Letters & Science Essential Skills Requirements

Quantitative Reasoning (<http://guide.berkeley.edu/archive/2018-19/undergraduate/colleges-schools/letters-science/quantitative-reasoning-requirement>)

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 (<http://guide.berkeley.edu/archive/2018-19/undergraduate/colleges-schools/letters-science/foreign-language-requirement>)

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 (<http://guide.berkeley.edu/archive/2018-19/undergraduate/colleges-schools/letters-science/reading-composition-requirement>)

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

College of Letters & Science 7 Course Breadth Requirements

Breadth Requirements (<http://guide.berkeley.edu/archive/2018-19/undergraduate/colleges-schools/letters-science/#breadthrequirements>)

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
- 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 UC Extension during your senior year. In these cases, you should make an appointment to meet 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. 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), Berkeley Summer Abroad, 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 UCEAP 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). Courses taught by core faculty in Media Studies cover media history and theory with an emphasis on media systems, policy, and practices. Additionally, faculty from multiple departments cross campus bring the perspectives and methods of their fields to bear on the analysis of media in a variety of elective courses. Our emphasis in this major is historical and theoretical, offering students the analytical tools available to examine media—old and new, local to global—as well as media consumption and meaning-making processes.

The three core courses examine media history, theory, institutions, and policy. We offer students the analytical tools available to examine media—old and new, local to global—as well as media consumption and meaning-making processes.

In addition to the core courses, students must take an approved methods course in the social sciences and five approved elective courses, including at least one from each of these three groups: Group A: History; Group B: Specialization in a Medium; Group C: Theory and Application.

Core courses and electives offered by the Media Studies program—whether examining popular culture and entertainment, advertising, or news and information viewed on cinema, television, computer, or mobile phone screens—ask students 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

Expand all course descriptions [+] Collapse all course descriptions [-]

MEDIAST 10 Introduction to Media Studies 4 Units

Terms offered: Spring 2020, Fall 2019, Spring 2019

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.

Introduction to Media Studies: [Read More](#) [+]

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.

Introduction to Media Studies: [Read Less](#) [-]

MEDIAST N10 Introduction to Media Studies 4 Units

Terms offered: Summer 2018 First 6 Week Session, Summer 2017 8 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.

Introduction to Media Studies: [Read More](#) [+]

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.

Introduction to Media Studies: [Read Less](#) [-]

MEDIAST W10 Introduction to Media Studies 4 Units

Terms offered: Summer 2020 8 Week Session

This class enhances your knowledge of media's industrial and cultural functions by introducing you to key perspectives and methods of study that stress the impact of media systems and practices at both the societal and individual levels--and vice versa. To consider media's social, economic, and political significance, we 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.

Introduction to Media Studies: Read More [+]

Rules & Requirements

Credit Restrictions: Students will receive no credit for MEDIAST W10 after completing MEDIAST 10, or MEDIAST N10. A deficient grade in MEDIAST W10 may be removed by taking MEDIAST 10, MEDIAST N10, MEDIAST 10, or MEDIAST N10.

Hours & Format

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

Summer: 8 weeks - 6 hours of web-based lecture and 4 hours of web-based discussion per week

Online: This is an online course.

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructor: Jackson

Introduction to Media Studies: Read Less [-]

MEDIAST 24 Freshman Seminar 1 Unit

Terms offered: Fall 2019, Spring 2019, Fall 2018

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.

Freshman Seminar: Read More [+]

Rules & Requirements

Repeat rules: 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 To be decided by the instructor when the class is offered.

Freshman Seminar: Read Less [-]

MEDIAST 84 Sophomore Seminar 1 or 2 Units

Terms offered: Fall 2017, Spring 2016, Fall 2010

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.

Sophomore Seminar: Read More [+]

Rules & Requirements

Prerequisites: At discretion of instructor

Repeat rules: 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 To be decided by the instructor when the class is offered.

Sophomore Seminar: Read Less [-]

MEDIAST 101 Visual Culture 4 Units

Terms offered: Fall 2019, Spring 2019, Spring 2018

Our highly mediated culture provides an ever-intensifying richness of visual information. Using a mix of film, television, photography, advertising, and/or the internet, this class will explore cultural and social theoretical approaches to critically analyzing visual media and viewing practices from a Media Studies perspective. The course 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.

Visual Culture: Read More [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Hours & Format

Fall and/or spring: 15 weeks - 3-4 hours of lecture and 2-0 hours of discussion per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructor: Jackson

Visual Culture: Read Less [-]

MEDIAST 103 Understanding Journalism 4 Units

Terms offered: Spring 2018, 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.

Understanding Journalism: Read More [+]

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.

Instructor: Goldstein

Understanding Journalism: Read Less [-]

MEDIAST 104A Freedom of Speech and the Press 3 Units

Terms offered: Spring 2020, Spring 2019, Spring 2018

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.

Freedom of Speech and the Press: Read More [+]

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

Freedom of Speech and the Press: Read Less [-]

MEDIAST 104B The History of Journalism 3 Units

Terms offered: Spring 2019, Fall 2017, Fall 2015

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.

The History of Journalism: Read More [+]

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

The History of Journalism: Read Less [-]

MEDIAST 104D Privacy in the Digital Age 3 Units

Terms offered: Fall 2019, Fall 2018, Fall 2017

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.

Privacy in the Digital Age: Read More [+]

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.

Privacy in the Digital Age: Read Less [-]

MEDIAST 104E History and Development of Online News 4 Units

Terms offered: Fall 2019

This course will examine the history of online news beginning with the earliest experiments with news delivered via dedicated terminals. From there, we'll look at the impact of the personal computer's growth and the rise of proprietary dial-up online services. The open, Wild West nature of the early Web brought new possibilities but also the beginning of debates about credibility, free vs. paid content and competitive challenges that continue to this day. We'll focus on key figures in technology and journalism who shaped the new medium, and trace how its growth undermined traditional economic models even as it enabled the rise of new ones, continuing through today's world of mobile apps, aggregators and social media.

History and Development of Online News: [Read More](#) [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Credit Restrictions: Students will receive no credit for Media Studies 104E after taking Media Studies 190: Special Topics: History and Development of Online News.

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. Alternative to final exam.

Instructor: Jaroslovsky

History and Development of Online News: [Read Less](#) [-]

MEDIAST 111 Media History 4 Units

Terms offered: Spring 2020, Fall 2019, Fall 2018

This is a lecture-format survey course on the history of media forms, technologies, institutions, and regulation—from the origins of writing, invention of print technology, through the development of digital media. Attention to the specific characteristics of individual media, the changing role of media as a force in culture along with the hopes as well as anxieties they provoke, and the continually transforming institutions and business of media will all be touched on. The role of media forms in the creation of public discourse and the social controls on media through censorship, legal constraints, and economic policies will also be examined.

Media History: [Read More](#) [+]

Rules & Requirements

Prerequisites: Media Studies 10, 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: Berry

Media History: [Read Less](#) [-]

MEDIAST 112 Media Theories and Processes 4 Units

Terms offered: Fall 2019, Fall 2018

This course will familiarize you with the often-contentious history of media theory. At issue among scholars working within different theoretical and research traditions are core disagreements about what should be studied (institutions, texts, audiences, and/or technologies) and how media should be studied (for applied, "practical" purposes or with an eye that is critical of power and institutional structures). Course readings and lectures stress an understanding of these various research traditions by focusing on the cultural, historical, political, and social contexts surrounding them, the research models and methods used, and the findings and conclusions reached.

Media Theories and Processes: Read More [+]

Rules & Requirements

Prerequisites: Media Studies 10, Media Studies major or consent of instructor

Credit Restrictions: Students will receive no credit for Media Studies 112 after taking Media Studies 102 or Mass Communications 102.

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

Media Theories and Processes: Read Less [-]

MEDIAST 113 Media and Democracy 4 Units

Terms offered: Spring 2020, Spring 2019

An interdisciplinary examination of the role and power of media for civic engagement and state-public interactions.

Media and Democracy: Read More [+]

Rules & Requirements

Prerequisites: Media Studies 10, Media Studies major 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: Bolton

Media and Democracy: Read Less [-]

MEDIAST 130 Research Methods in Media Studies 4 Units

Terms offered: Fall 2019, Fall 2018, Fall 2017

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.

Research Methods in Media Studies: Read More [+]

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

Research Methods in Media Studies: Read Less [-]

MEDIAST 140 Media and Politics 4 Units

Terms offered: Fall 2016, Spring 2015, Spring 2014

This course examines the interactions of media and politics. The dynamics of media (print, broadcast, digital) and political engagement (local, national, international) are studied through one or a combination of the following lenses: campaign messaging, news and political coverage, social movements, protest and resistance, social media platforms, satire and other entertainment forms.

Media and Politics: Read More [+]

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.

Media and Politics: Read Less [-]

MEDIAST 150 Topics in Film 4 Units

Terms offered: Fall 2012, Fall 2009

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

Topics in Film: [Read More](#) [+]

Rules & Requirements

Prerequisites: 10 or consent of instructor

Repeat rules: Course may be repeated for credit without restriction.

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

Topics in Film: [Read Less](#) [-]

MEDIAST 160 International Media 4 Units

Terms offered: Spring 2020, Spring 2019, Fall 2018

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.

International Media: [Read More](#) [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Repeat rules: 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

International Media: [Read Less](#) [-]

MEDIAST 165 Internet and Culture 4 Units

Terms offered: Spring 2020, Fall 2018, Fall 2017

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.

Internet and Culture: [Read More](#) [+]

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

Internet and Culture: [Read Less](#) [-]

MEDIAST 170 Cultural History of Advertising 4 Units

Terms offered: Fall 2019, Spring 2018, Spring 2017

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.

Cultural History of Advertising: [Read More](#) [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Repeat rules: 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

Cultural History of Advertising: [Read Less](#) [-]

MEDIAST 180 Television Studies 4 Units

Terms offered: Fall 2018, Spring 2018, Spring 2017

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.

Television Studies: Read More [\[+\]](#)

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Repeat rules: 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

Television Studies: Read Less [\[-\]](#)

MEDIAST N180 Television Studies 3 Units

Terms offered: Summer 2019 Second 6 Week Session

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.

Television Studies: Read More [\[+\]](#)

Rules & Requirements

Credit Restrictions: A deficient grade may be removed by taking Media Studies 180 (4 units) or Media Studies N180 (3 units).

Hours & Format

Summer:

6 weeks - 7.5 hours of lecture per week

8 weeks - 6 hours of lecture per week

10 weeks - 4.5 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructor: Jackson

Television Studies: Read Less [\[-\]](#)

MEDIAST 190 Special Topics in Media Studies 2 - 4 Units

Terms offered: Summer 2020 8 Week Session, Summer 2020 First 6 Week Session, Spring 2020

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.

Special Topics in Media Studies: Read More [\[+\]](#)

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Repeat rules: Course may be repeated for credit without restriction.

Hours & Format

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

Summer:

6 weeks - 5-10 hours of lecture per week

8 weeks - 3.5-7.5 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 190

Special Topics in Media Studies: Read Less [\[-\]](#)

MEDIAST H194 Honors Thesis Preparation 3 Units

Terms offered: Fall 2019, Fall 2018

This course is designed to guide you through the preliminary steps and stages of writing a successful honors thesis. The course will assist you in writing appropriate research questions and research proposals as well as developing strategies for taking useful notes and summarizing relevant scholarship. We will review relevant quantitative and qualitative research methods used in Media Studies as a means of helping you identifying the most appropriate research method(s) to answer your research question(s). The course culminates in the completion of the literature review for your honors thesis. Successful completion of Media Studies H194 (or instructor permission) is a prerequisite for Media Studies H195. Honors Thesis Preparation: Read More [\[+\]](#)

Rules & Requirements

Prerequisites: Media Studies major and meets honors GPA requirements

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

Instructor: Bolton

Honors Thesis Preparation: Read Less [\[-\]](#)

MEDIAST H195 Honors Seminar 3 Units

Terms offered: Spring 2020, Spring 2019, Spring 2018

Under the supervision of the instructor, students will work toward completion of scholarly theses in the field.

Honors Seminar: Read More [+]

Rules & Requirements

Prerequisites: Media Studies major and meets honors GPA requirements plus Media Studies H194 or consent of instructor

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. Alternative to final exam.

Instructors: Bolton, Davis

Honors Seminar: Read Less [-]

MEDIAST C196A UCDC Core Seminar 4 Units

Terms offered: Spring 2020, Fall 2019, Spring 2019, Fall 2018, Spring 2018, Fall 2017, Fall 2016, Spring 2016, Spring 2015, Spring 2014, Spring 2013, Fall 2012, Spring 2012

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.

UCDC Core Seminar: Read More [+]

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

UCDC Core Seminar: Read Less [-]

MEDIAST C196B UCDC Internship 6.5 Units

Terms offered: Spring 2020, Fall 2019, Spring 2019, Fall 2018, Spring 2018, Fall 2017, Fall 2016, Spring 2016, Spring 2015, Spring 2014, Spring 2013, Fall 2012, Spring 2012

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.

UCDC Internship: Read More [+]

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

UCDC Internship: Read Less [-]

MEDIAST C196W Special Field Research 10.5 Units

Terms offered: Spring 2020, Spring 2019, Fall 2018, Spring 2018, Fall 2016, Spring 2016, Fall 2015, Spring 2015, Fall 2014, Spring 2014, Spring 2013

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.

Special Field Research: Read More [\[+\]](#)

Rules & Requirements

Prerequisites: Consent of instructor

Repeat rules: Course may be repeated for credit up to a total 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

Special Field Research: Read Less [\[-\]](#)

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

Terms offered: Spring 2012, Spring 2011, Fall 2010

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

Directed Group Study for Advanced Undergraduates: Read More [\[+\]](#)

Rules & Requirements

Prerequisites: Media Studies major, with at least junior standing

Repeat rules: Course may be repeated for credit without restriction.

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

Directed Group Study for Advanced Undergraduates: Read Less [\[-\]](#)

MEDIAST 199 Supervised Independent Study for Advanced Undergraduates 1 - 4 Units

Terms offered: Fall 2013, Fall 2012, Summer 2012 10 Week Session
Independent study and research by arrangement with faculty.

Supervised Independent Study for Advanced Undergraduates: Read More [\[+\]](#)

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 without restriction.

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

Supervised Independent Study for Advanced Undergraduates: Read Less [\[-\]](#)