

# Media Studies

---

## Overview

The Media Studies major at the University of California, Berkeley is an undergraduate interdisciplinary group major in the Office of Undergraduate and Interdisciplinary Studies (UGIS) (<https://ls.berkeley.edu/ls-divisions/undergraduate-studies/undergraduate-degrees-programs/>). We offer students the analytical tools available to examine media—old and new, local to global—sites of meaning-making production and consumption of identities, cultures, and politics. Courses taught by core faculty in Media Studies cover media histories and theories emphasizing media networks, institutions, policies, and practices. Additionally, faculty from many departments across campus bring the perspectives and methods of their fields to bear on media analysis in a variety of elective courses. Students specialize in concentration: Digital Studies, Global Cultural Studies, or Media Law and Policy.

## Undergraduate Program

Media Studies (<http://guide.berkeley.edu/archive/2022-23/undergraduate/degree-programs/media-studies/>): BA

## Graduate Program

There is no graduate program in Media Studies.

## Media Studies

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

### MEDIAST 10 Introduction to Media Studies 4 Units

Terms offered: Fall 2023, Summer 2023 8 Week Session, Fall 2022

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: Spring 2023, Spring 2022, Fall 2021

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 39 Freshman/Sophomore Seminar 1.5 - 2 Units

Terms offered: Prior to 2007

Freshman and sophomore seminars offer lower division students the opportunity to explore an intellectual topic with a faculty member and a group of peers in a small-seminar setting. These seminars are offered in all campus departments; topics vary from department to department and from semester to semester.

Freshman/Sophomore Seminar: Read More [\[+\]](#)

### Rules & Requirements

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

### Hours & Format

**Fall and/or spring:** 15 weeks - 1.5-2 hours of lecture 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.

**Formerly known as:** Mass Communications 39

Freshman/Sophomore 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: Fall 2023, Spring 2021, Spring 2019

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 2023, Fall 2022, Fall 2021

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 2023, Fall 2022, Fall 2021

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 - 3 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 2021, Fall 2020, Spring 2020

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 - 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:** Berry

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

## MEDIAST 111B Text and Data Media History 4 Units

Terms offered: Fall 2023, Fall 2022, Fall 2021

This course covers the modern global history of textual and digital media forms, with a focus on interactions between emerging media technologies and emerging modern power structures. We will examine how and why historical agents responded to, made use of, and tried to regulate new information technologies such as the printing press, documents and forms, newspapers, the postal service, the telegraph and teletype, filing and punch-card systems, electro-mechanical and electronic computers, networked databases, and the internet. Lectures will consider the impact of specific media technologies on the historical development of state administrations, colonial empires, ideological movements, and modern global business.

Text and Data Media History: [Read More](#) [+]

### Rules & Requirements

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

**Credit Restrictions:** Students will receive no credit for MEDIAST 111B after completing MEDIAST 111.

### 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

Text and Data Media History: [Read Less](#) [-]

## MEDIAST 111C Audio-Visual Media History 4 Units

Terms offered: Spring 2023, Spring 2022

This course covers the modern global history of audiovisual media forms, with a focus on interactions between new media technologies and emerging modern power structures. We will examine how and why historical agents responded to, made use of, and tried to regulate emerging representational technologies such as painting, printed images and etchings, maps, the theater, panoramas, photography, the telephone, phonography, radio, television, MP3s, JPGs, and digital video. Lectures will consider the impact of specific media technologies on the historical representation and mobilization of religion, race, class, and nationality, as well as the branding and advertisement of consumer commodities.

Audio-Visual Media History: [Read More](#) [+]

### Rules & Requirements

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

**Credit Restrictions:** Students will receive no credit for MEDIAST 111C after completing MEDIAST 111.

### 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

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

## MEDIAST 112 Media Theories and Processes 4 Units

Terms offered: Fall 2023, Spring 2023, Fall 2022

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: Fall 2023, Spring 2023, Spring 2022

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 114 Media and Globalization 4 Units

Terms offered: Spring 2023, Spring 2022

This course offers an introduction to media and globalization. We will examine global media industries (film, television, music, news, advertising, diplomacy, new media, etc.), and explore content produced within these industries through specific case studies. Topics include Bollywood, Hallyu, television format sales, nonwestern news, media imperialism, the globalization of popular cultures, diasporic communities, and global representation. The class reviews theories and histories of media globalization before turning to case studies to learn about the political and cultural roles of media in globalization processes.

Media and Globalization: Read More [+]

### Rules & Requirements

**Prerequisites:** Media Studies 10/W10, or Media Studies major or consent of instructor

**Credit Restrictions:** Students will receive no credit for MEDIAST 114 after completing MEDIAST 160.

### 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.

Media and Globalization: Read Less [-]

## MEDIAST 130 Research Methods in Media Studies 4 Units

Terms offered: Spring 2023, Fall 2020, Fall 2019

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 131 Cultural Studies Research Methodology 4 Units

Terms offered: Fall 2022, Fall 2021

This course introduces students to Cultural Studies research methodologies (concepts, theories, and methods) to critically examine the global circulation of media that contribute to the production of transnational identities and cultures. It offers an opportunity to research culture to gain a deeper understanding of contemporary structural crises of democracy, health, and economy.

Cultural Studies Research Methodology: Read More [+]

### Rules & Requirements

**Prerequisites:** Media Studies 10/W10/N10 or permission of the 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:** Jha

Cultural Studies Research Methodology: Read Less [-]

## MEDIAST 132 Researching Digital Media: Methods and Methodologies 4 Units

Terms offered: Spring 2023, Spring 2022

This course introduces students to approaches in the study of digital media, giving practical grounding in digital methodologies and tools for social, cultural and media analysis. Students learn how to develop a conceptual framework; integrate the framework and the method; and identify digitally-centred topics, objects, or subjects for study. Through group collaboration and shared knowledge activities, students consider how knowledge is created within research practice, and in relation to the interdisciplinary study of technology, social media, and digital worlds. Students will use methods in context; engage in weekly activities like methods games, active peer review, and media analysis; and select specific methods they want to learn about.

Researching Digital Media: Methods and Methodologies: Read More [+]

### 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.

Researching Digital Media: Methods and Methodologies: 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 2021, Spring 2020, Spring 2019

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 2023, Spring 2021, Spring 2020

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 168 Cybernetics and Cybercultures: The Psychosocial Impact of Digital Media 4 Units

Terms offered: Spring 2023, Spring 2022

How have the realities and representations of digital media affected how we think, feel, and interact? What impulses, events, and personalities gave rise to the relentless digitization of information, choice, and even life itself? In this interdisciplinary course, we will attempt to answer these questions together by reading, discussing, and writing about histories and theories of cybernetics and cybercultures. We will consider competing cybernetic models of the mind, human behavior, ecological environments, and complex immersive virtual worlds. We will also survey the vast range of visionary, skeptical, and delightfully eccentric responses to the promises and perils of a cybernetic future.

Cybernetics and Cybercultures: The Psychosocial Impact of Digital Media: [Read More](#) [+]

### 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.

Cybernetics and Cybercultures: The Psychosocial Impact of Digital Media: [Read Less](#) [-]

## MEDIAST 170 Cultural History of Advertising 4 Units

Terms offered: Fall 2022, Fall 2021, Fall 2020

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 175 Gender, Race and National Identity in Global Popular Culture 4 Units

Terms offered: Fall 2022

This course takes a Postcolonial Feminist Cultural Studies approach to examine the changing meanings of gender, race and national identity in popular cultures across the globe. The key question for this course is, "What is the role of the media in establishing and sometimes challenging gendered and racial ideologies in everyday practices of global and local cultural meanings?" We will interrogate racial representations and stereotypes of Black, Latinx and Asian American minority communities by focusing on case studies, such as, Latin American telenovelas, American Hip hop and Korean wave.

Gender, Race and National Identity in Global Popular Culture: Read More [+]

### 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.

Gender, Race and National Identity in Global Popular Culture: Read Less [-]

## MEDIAST 180 Television Studies 4 Units

Terms offered: Fall 2023, Fall 2022, Fall 2021

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: Fall 2023, Summer 2023 8 Week Session, Spring 2023  
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:

3 weeks - 10-20 hours of lecture per week

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 2023, Fall 2022, Fall 2021

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 2023, Spring 2022, Spring 2021

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: Fall 2023, Spring 2023, Fall 2022, Fall 2021, Spring 2021, Fall 2020, Spring 2020, Fall 2019, Spring 2019, Fall 2018, 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: Fall 2023, Spring 2023, Fall 2022, Spring 2022, Fall 2021, Spring 2021, Fall 2020, Spring 2020, Fall 2019, Spring 2019, Fall 2018, Fall 2016, Spring 2016, Spring 2015, Spring 2014, Spring 2013

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 2023, Spring 2022, Spring 2021, Spring 2020, Spring 2019, 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](#) [-]