

CO1005 Media, Culture and Society

CIP: 090101 Communication Studies/Speech
Communication and Rhetoric.

CL-L-U-CA-UDC: 3-0-8-3-3.5

Discipline:
Communication

School:
Humanities and Education

Academic Department:
Digital Media and Culture

Programs:

Prerequisites:
(H1017 or H1017 Corequisite or H1040 or H1040 Corequisite)

Equivalences:
None.

Course intention within the general study plan context:

According to the objectives of the Humanistic and Citizen Formation Program of the Monterrey Tech's Academic Programs, this course tries to contribute to the students' appreciation and enjoyment of the great diversity of cultural products available from an aesthetic and social perspective. At the same time, this course provides the students the necessary tools to critically approach the contents of the cultural production offered through mass communication media. Thus, it is expected that students will appreciate the audiovisual culture and will manage to deepen their understanding of the world, and of their social and personal surroundings. The course is designed for students enrolled in academic programs including courses on Humanistic Perspective. It does not require that students take previous courses in mass media and culture. As a consequence of this course, it is expected that the students participate in discussions; write essays and reports that allow them to present their understanding of the different readings of a mass media message, from the social and aesthetic perspectives; make presentations in which they show their understanding and appreciation of the different artistic and cultural expressions available through mass communication media.

Course objective:

The students will understand, appreciate and analyze the contents of a variety of audiovisual messages (from film, radio, television, comics, recorded music, photography and interactive media) through historical, social and aesthetic-semiotic dimensions. They will also study different theoretical approaches to the critical and semiotic analysis of the audiovisual narratives and they will apply the appropriate model to study each medium and every audiovisual text. It is intended that the students, through the analysis of several audiovisual narratives, understand and appreciate different cultural manifestations, analyze the different readings of an audiovisual message and, at the same time, think about the impact of mass media messages on society.

Course topics and subtopics:

1 Historical Dimension: The Structure of Mass Media.

- 1.1 Historical Context of Mass Media.
- 1.2 The Power of Mass Media.
- 1.3 Models of Structure and Ownership of Mass Media Industry.
- 1.4 The Mexican Mass Media Industry.

- 2 Social Dimension: The Global Context of Mass Media in the 21st Century.
 - 2.1 The Role of Media in the "Information Age".
 - 2.2 Communication Trends in the Age of Globalization.
 - 2.3 Informational Democracy and Mediated Citizenship.

- 3 Aesthetic Dimension: The Audiovisual Narrative.
 - 3.1 Oral Story, Written Story, Audiovisual Story and Interactive Story.
 - 3.2 Story as Art.
 - 3.3 What is and Audiovisual Story?
 - 3.4 Image as Representation.
 - 3.5 The Concept of Semiotics of the Image.
 - 3.6 Culture, Perception and Image.
 - 4 How is Commented an Audiovisual Story?
 - 4.1 To Comment, To Analyze and To Interpret.
 - 4.2 The Components of an Audiovisual Story.
 - 4.3 Mise-en-Scene (The Stage)
 - 4.4 Series.
 - 4.5 Building the Meaning.
 - 4.6 The Possible Readings.

Specific learning objectives by topic:

- 1 Historical dimension: The media and their structure.
 - 1.1 Analyze the historical context in which the media have developed (recommended cases and/or examples: Napoleon, Marconi, the Kodak Moment, the origin of the Internet).
 - 1.2 Analyze and discuss the power of the media (suggested discussion topics: the concept of public life vs. private life, social responsibility vs. rating, censorship vs. freedom of expression).
 - 1.3 Understand the nature of the principal media structure and industrial property models (recommended cases and/or examples: Pravda, Granma, Al Jazeera, BBC, CNN, CBS, Televisa, TV Azteca, etc.).
 - 1.4 Analyze the principal structure and industrial property models of the Mexican media industry (recommended cases: Mexican cinema: from the golden age to globalized Mexican cinema, Televisa and Televisión Azteca, regional radio groups).
- 2 Social dimension: The global context of the media in the 21st century.
 - 2.1 Analyze and reflect on the content of cultural production and appraise it based on the role of the media in the information era (recommended cases and/or examples: La hora nacional, e-México, la Blog manía).
 - 2.2 Analyze and discuss the main communication trends in the global era, based on the technological, economic, legal and political dimensions (recommended cases and/or examples: Hollywood vs. Bollywood, Microsoft for everyone, from Time to Time-Warner-AOL).
 - 2.3 Discuss the concepts of information democracy and media citizenship in light of the global context of the media in the 21st century (recommended cases and/or examples: Wikipedia y YouTube, secondlife.com).
- 3 Aesthetic Dimension: Audiovisual stories.
 - 3.1 Distinguish the characteristics of the different types of stories, oral, written, audiovisual and interactive (recommended cases and/or examples: From the book to the cinema, Internet, videogames and vice versa: Final Fantasy, Harry Potter, Lord of the Rings, The Godfather).
 - 3.2 Discuss the nature of stories as art (recommended cases and/or examples: From Shakespeare to Chespírito and El Chavo).
 - 3.3 Understand the distinguishing characteristics of an audiovisual story (select fragments of different audiovisual stories, such as a film, a soap opera, a television comedy series or show, and analyze the structural components of audiovisual stories).
 - 3.4 Reflect on the qualities of the image as a representation of reality (recommended cases and/or examples: Titanic, stereotyped US series: ER, 24, CSI, etc., or analyze a reality show).
 - 3.5 Understand the concept of image semiotics and apply it to the analysis of audiovisual stories (recommended cases and/or examples: compare old films or television series with recent productions, analysis of the main characteristics of a selection of films by movement).
 - 3.6 Discuss the interrelation between culture, perception and image (suggested activities: choose a topic, such as the concept of genre, and analyze a film or television series, gauging the role of the characters and the plots).
- 4 How to discuss an audiovisual text
 - 4.1 Know and apply diverse methodologies for discussing, analyzing and interpreting audiovisual texts.
 - 4.2 Analyze audiovisual text based on the identification of their components.
 - 4.3 Analyze the staging and serialization of audiovisual texts from diverse perspectives.

4.4 Understand the way in which the meaning of an audiovisual text is constructed.

4.5 Review audiovisual texts from diverse perspectives: Historical, social and aesthetic. As an integrating activity, students can select foreign or Mexican films or television series and analyze and discuss them.

Suggested methodologies and learning techniques:

Suggested methodology and learning activities: The professor should preferably combine different didactic strategies centered on individual and collaborative learning. Students are expected to participate in live and on-line discussions, write essays and reports, and make presentations to the group. To achieve this, the professor must promote free speech, active participation, respect for others' ideas and values, as well as responsibility and enthusiasm for learning and sharing the learning experience. Also, for the purpose of emphasizing the relation between this and other courses in the Humanistic and Citizen Education Program, the proposed readings, writings and discussions are geared to promote the adequate use of written and oral language, logical reasoning, as well as critical thought and the examination of personal and social values. The course is designed with enough flexibility so that each professor can present its subject matter and design its learning activities according to his/her academic and professional profile, and so as to consider the broad variety of artistic and pop culture expressions offered by mass communication media. Thus, a professor specialized in cinema can steer the course to highlight the analysis of this medium, whereas another professor with a different professional profile can include a more varied combination of media and cultural products in the subjects of study. Besides, the flexible structure of the course facilitates "team teaching" opportunities. An important factor for achieving the course's learning objectives is to promote the student's active participation in selecting the cultural products and media contents to be analyzed. Being familiar with movies, TV shows, songs, music groups, videogames, magazines, sports stars and other manifestations of contemporary media culture, students have the opportunity to enrich the course and appropriate an important aspect of its didactic strategy. Examples of Student's Activities for the Main Thematic Axis of the Course: Historical Context · Reading and analysis of primary and secondary sources. · Oral explanations using the technique of Collaborative Learning and Multimedia presentations. · Analysis and discussion of documentaries, feature films, TV shows and websites. Media-Culture-Society Interrelationship · Reading and analysis of primary and secondary sources. · Interviews to experts, enquiries, analysis of radio and TV programming and movie scheduling. · Analysis and discussion of feature films, TV shows (sitcoms, soap operas, news), musical recordings and websites. · Debates about Media-Culture-Society interrelationship in different geographic and cultural contexts. · Writing of essays, reports and critics. Ethical and Aesthetic Aspects of Media Content · Reading and analysis of articles and critical essays. · Aesthetic analysis of feature films, TV shows and videogames (dramatic structure, image, sound, mise-en-scène, etc.) or songs (rhythm, lyrics, genre, composition, etc.) · Reflection on the social values and their manifestations through the contents of mass media. · Comparison and contrast of contents and styles of the manifestations of culture through mass media. · Writing of essays, reports and critics. Teaching and Learning Techniques: Due to the transdisciplinary nature of the course, the ample variety of its contents and objects of analysis, and the broad range of profiles of professors and students, a combination of didactic techniques that facilitate the attainment of the general aim of the course and the specific objectives of learning of each subject is suggested. Collaborative Learning and Case Method are considered the most suitable teaching and learning techniques for this course. Examples of Media and Contents suggested for Case Analysis in the Different Course's Topics: · Historical Context of Mass media · Napoleon, Marconi and the Internet: Nation States and National Security. · "War of the Worlds" (1938) by Orson Welles and the Mercury Theatre. Radio drama adapted from the novel of H. G. Wells. Available on the DVD "War of the Worlds" (1953) by Byron Haskin. · Markets and Market Development: The Factories of Dreams. · "Thomas Alva Edison: Father of Inventions" (2003). "Biography" Series from A&E. Available on DVD. · Family Life and Private Life: The Importance of the Kodak Moment. · "Born into Brothels: Calcutta's Red Light Kids" (2004) by Zana Briski and Ross Kauffman. Documentary. Available on DVD. · "Radio Days" (1987) by Woody Allen. Available on DVD. · "Fahrenheit 451" (1966) by François Truffaut, adapted from the novel by Ray Bradbury. Available on DVD. · Of Screens and Antennas: The Age of Global Communication. · TV remotes of the Olympic Games or any other international sports event. · Communication Trends in the Age of Globalization. · Digitalization: Internet's Super Power. · The Case of YouTube and the proliferation of personal videos on the internet. · Consolidation: From Time Magazine to the Time-Warner-AOL Empire. · Cases of media conglomerates such as Sony-Columbia or Time-Warner-AOL. · Deregulation: Opening Doors to Transnational Flow. · Piracy in the music and video industries. · Globalization: Hollywood and Microsoft for Everybody. · The case of Miramax and the distribution of art cinema. · The importance of film festivals (Sundance, Cannes, Berlin, Guadalajara, Toronto) to the world-wide distribution of films. · The power of media narratives. · From Méliès to Tarantino: Linearity, Fragmentation and Interactivity in AV Narratives. · "Amores perros" (2000), "21 gramos" (2003) and "Babel" (2006) by Alejandro González Iñárritu. · "The Godfather" (1972) film by Francis Ford Coppola and "Godfather" (2006) videogame based on the film (Electronic Arts and Paramount Pictures). · Creating Worlds: Storytellers and the Media. · "El chavo del ocho" (1973-1992). Sitcom by Roberto Gómez Bolaños. Available on DVD. · "Star Wars: The Complete Series" (1977-2005). Film Series by George Lucas. Available on DVD.

Teaching and learning techniques:

Collaborative learning

Estimated timing per topic:

Estimated time:

Historical Dimension: The Structure of Communication Media.12 hours.
Social Dimension: The Global Context of Media in the 21st Century.12 hours.
Aesthetic Dimension: The Audiovisual Narrative. 12 hours.
How is an Audiovisual Story Commented? 12 hours.
Total time 48 hours.

Suggested evaluation policies:

The course is designed in four modules, and in each one of them are established tasks and activities carried out inside and outside the classroom, which are accompanied by a rubric, where their value is specified and with which the assessment is established. total of the course which is the following:

General evaluation

Topic 1

55% --- Tasks.

45% --- Exam.

Topic 2

70% --- Tasks.

30% --- Exam.

Theme 3

70% --- Tasks.

30% --- Reading verification.

Topic 4 (Final)

100% --- Final Project.

Final evaluation.

70% --- Average of partial and readings.

30% --- Final project.

Suggested Bibliography:

TEXT BOOKS:

- * Anceschi, Videoculturas de fin de siglo, 2 ed., Spain : Madrid : Cátedra, 1996, spa, 843760964X
- * Straubhaar, Joseph D., Media now : communications media in the information age, 3rd ed., Belmont, CA : Wadsworth/Thomson Learning, 2001, 0534551289 : PAP
- * Carey, James W., Communication as culture : essays on media and society, New York : New York : Routledge, 2003, eng, 0044450621, 041590725X (rústica), 9780415907255 (rústica)

BOOKS FOR CONSULTATION:

- * Negroponte, Nicholas., Being digital. Español.\."Ser digital", 2a ed., Mexico : México : Ocano : Atlántida, 2001, spa, 9706512098
- * Chandler, Alfred D., Nation transformed by information. Español\."Una nación transformada por la información : cómo la información ha modelado a Estados Unidos de America desde la época de la colonia hasta la actualidad", 1a ed., Mexico : México, D.F. : Oxford University Press, c2002., spa, 9706136940, 9789706136947
- * García Canclini, Néstor., Culturas híbridas : estrategias para entrar y salir de la modernidad, Mexico : México : Grijalbo, 2004, spa, 9700513009
- * Flichy, Patrice., Una historia de la comunicación moderna : espacio público y vida privada, Mexico : Mexico: G. Gilli, 2002, spa, 9688871982
- * García Canclini, Néstor, La globalización imaginada, Mexico : Buenos Aires : Paidós, 2001, spa, 968853434X
- * Czitrom, Daniel J., Media and the American mind. Spanish\."De Morse a McLuhan : los medios de comunicación", 1a ed. en español, Mexico : Mexico : Publigráficos, 1982, spa, 9686677135
- * Mastrini, Guillermo, Globalización y monopolios en la comunicación en América Latina : hacia una economía política de la comunicación, Argentina : Buenos Aires : Editorial Biblos, 1999, spa, 9507862382
- * Silverstone, Roger., ¿Por qué estudiar los medios?, Argentina : Buenos Aires : Amorrortu, 2004, spa, 950518655x, 9789505186556
- * Rincón, Omar., Narrativas mediáticas, o, cómo se cuenta la sociedad del entretenimiento, Spain : Barcelona : Gedisa, 2006, spa, 8497841379, 9788497841375
- * Vale, Eugene., Técnicas del guión para cine y televisión, 6a ed., Spain : Barcelona : Gedisa, 1999, spa, 8474322235

- * Manovich, Lev., El lenguaje de los nuevos medios de comunicación : la imagen en la era digital, Spain : Barcelona : Paidós, 2006, spa, 844931769X, 9788449317699
- * Benet, Vicente J., La cultura del cine : introducción a la historia y la estética del cine, Spain : Barcelona : Paidós, 2004, spa, 8449315360
- * Stam, Robert, New vocabularies in film semiotics. Español\ "Nuevos conceptos de la teoría del cine : estructuralismo, semiótica, narratología, psicoanálisis, intertextualidad", Spain : Barcelona ; México : Paidós, 1999, spa, 844930699X
- * Negroponte, Nicholas, El mundo digital : un futuro que ya ha llegado, 1a ed., Spain : Barcelona : Ediciones B, 2000, spa, 8440698569
- * Carmona, Ramón, Cómo se comenta un texto fílmico, 5a ed., Spain : Madrid : Cátedra, 2002, spa, 8437609631, 9788437609638
- * Zunzunegui Díez, Santos., Pensar la imagen, 6a ed., Spain : Madrid : Cátedra : Universidad del País Vasco, 2007, spa, 8437608155, 9788437608150
- * Taléns, Jenaro, Elementos para una semiótica del texto artístico : (poesía, narrativa, teatro, cine), Madrid : Cátedra, D.L., 1978, 8437601355
- * Flichy, Patrice, Lo imaginario de internet, Spain : Madrid : Tecnos, 2001, spa, 8430939792
- * Rosales Mateos, Emilio, Estética y medios de comunicación : sueños que el dinero puede comprar, Spain : Madrid : Tecnos, 2002, spa, 8430937951
- * Flichy, Patrice, Las multinacionales del audiovisual : por un análisis económico de los media, Spain : Barcelona : Gili, 1993, spa, 8425210607
- * Hoggart, Richard, Mass media in a mass society : myth and reality, New York : London ; New York : Continuum, 2004, eng, 0826472850
- * Flichy, Patrice, Dynamics of modern communication : the shaping and impact of new communication technologies, England : London : SAGE, 1992, eng, 0803978502, 0803978510 (rústica)
- * Holtzman, Linda, Media messages : what film, television, and popular music teach us about race, class, gender, and sexual orientation, New York : Armonk, N.Y. : M.E. Sharpe, 2000, eng, 0765603365 : HRD \$74.95
- * Holmes, David, Communication theory : media, technology and society, England : London : SAGE, 2005, eng, 076197069X, 0761970703 (rústica)
- * Briggs, Asa, A social history of the media : from Gutenberg to the Internet, 2nd ed., England : Cambridge, UK ; Malden, MA, USA : Polity, 2005, eng, 0745635113 (encuadernado), 0745635121 (rústica), 9780745635125
- * Rogers, Everett M., Diffusion of innovations, 5th. Edition, New York : New York, NY: Free Press, eng, 0743222091, 9780743222099
- * Chandler, Alfred D. (Alfred Dupont), Inventing the electronic century : the epic story of the consumer electronics and computer industries : with a new preface, Massachusetts : The Free Press, 2002, eng, 0743215672
- * Zoonen, Liesbet van, Entertaining the citizen : when politics and popular culture converge, Maryland : Lanham, MD : Rowman & Littlefield, 2005, eng, 0742529061 (tela : papel alcalino), 074252907X (rústica : papel alcalino)
- * Bucy, Erick P., Living in the information age : a new media reader, California : Belmont, CA : Wadsworth Thomson Learning, 1995, eng, 0534590497
- * Vaughn, Stephen, Freedom and entertainment : rating the movies in an age of new media, New York : New York : Cambridge University Press, c2002., eng, 0521676541 (rústica), 0521852587, 9780521676540 (rústica), 9780521852586
- * Vogel, Harold L. (Harold Leslie), Entertainment industry economics : a guide for financial analysis, 6th ed., England : Cambridge ; New York : Cambridge University Press, 2004, eng, 0521836123 (hardback)
- * Hoover, Stewart M., Media, home, and family, New York : New York : Routledge, 2004, eng, 0415969166 (encuadernado : papel alcalino), 0415969174 (rústica : papel alcalino)
- * Winston, Brian, Media Technology and Society; A History: From the Telegraph to the Internet, 1, Routledge, 2005, Inglés, 041514230X
- * Brody, E. W., Communication tomorrow : new audiences, new technologies, new media, New York : New York : Praeger, 1990, eng, 027593280X (alk. paper), 0275932818 (pbk. : alk. paper)
- * Monaco, James., How to read a film : the world of movies, media, multimedia : language, history, theory, 3rd ed., completely rev. and expanded., New York : Oxford University Press, 2000, 019503869X (rústica), 019513981X

Support material:

Movies, radio and TV shows, recorded music, photographs, web sites, magazines, videogames, among others. Teachers can choose from a broad variety of classical and contemporary cultural products, according to the in force social and cultural context, the current agenda of subjects and their professional interests.

Academic credentials required to teach the course:

(090101)Master Degree in Communication and (450101)Master Degree in Social Sciences and (500699)Master Degree in Cinematography/Video or Photographic Arts and (240103)Master Degree in Humanities/ Humanistic Studies and (160101)Master Degree in Foreign Languages and Literatures and (090401)Master Degree in Journalism and (090701)Master Degree in Radio/Television and (090401)Doctoral Degree in Journalism and (090101)Doctoral Degree in Communication and (090101)Doctoral Degree in Communication and (450101)Doctoral Degree in Social Sciences and (500699)Doctoral Degree in Cinematography/Video or Photographic Arts and (240103)Doctoral Degree in Humanities/ Humanistic Studies and

(160101)Doctoral Degree in Foreign Languages and Literatures and (090701)Doctoral Degree in Radio/Television
CIP: 090101, 450101, 500699, 240103, 160101, 090401, 090701

Recommended Experience:

Preferably with teaching experience, production, research and/or publications in Communication, Media, Art and/or Cultural Studies.

Language of Instruction:

Spanish