Critical communication studies   Syllabus

Course description and objectives

There are a lot of different "critical" territories scattered across the disciplinary terrain of Communication Studies and this seminar can't (and doesn't) pretend to cover all of them. This semester, our focus will be on the various intellectual and political projects that travel under the banner of "cultural studies," which is arguably one of the most important such forms that critical communication studies takes these days.

From the very beginning (regardless of where one believes that to have been), the range of work done in the name of cultural studies has been too diverse to allow for simple and straightforward definitions of the enterprise. While cultural studies isn't completely unbounded, it also doesn't have a clearly identifiable center: there is no single object of study, no body of theory, and no methodological paradigm that lies at the endeavor's core. Cultural studies' inherent open-endedness places sharp limits on what we'll be able to accomplish in less than four months. We won't be able to examine cultural studies' tangled and fractious history in its entirety, but we will trace out enough of that backstory to help make sense of cultural studies' current shape and circumstances. We won't be able to cover all of the subjects that are prevalent in cultural studies today, though we will spend several weeks surveying some of the most significant of those issues. And we won't be able to map out cultural studies' current trajectories with absolute precision, but we will engage the question of where cultural studies might -- and should -- head in the future. The best way to think of this course, then, is not so much as a source of definitive answers, but as an opportunity to wrestle with productive and important questions.

Grading policy

Presumably, you're enrolled in this course because you genuinely want to learn about cultural studies, and so your presence is motivated by something other than the desire to add an(other) A to your transcript -- and that's the way it should be. Thus, my default assumption is that it's counter-productive for me to make you worry about how your work for this course translates into a letter grade. As of Day One, you begin the course with an A. If you show up for all our class meetings, participate intelligently in our discussions (both in class _and_ online), and complete the final paper in satisfactory and timely fashion, you'll keep that A. That being said, in cases where people are clearly slacking off, I reserve the right to go deeper into the alphabet when I submit final grades. Under such unfortunate circumstances, your grade will be calculated using the following formula:

Attendance/participation	15%
Course blog	15%
Research paper	70%

Readings

The following required books are (or will be) available at the University Bookstore in Coffman Union.
•   Lawrence Grossberg, _Cultural Studies in the Future Tense_
•   John Storey (ed.), _What Is Cultural Studies?_
N.B.: The Grossberg book is not officially released yet. It is supposed to be available as of late October. If that forecast turns out to be unduly optimistic, we'll find something else to read for the week that book currently occupies in our schedule.

The rest of our readings will be made available in PDF format. [Reminder: department policy does _not_ allow students to use the copier in 270 Ford to print these PDFs. Sorry.]

Attendance/participation

Our weekly meetings will be oriented around seminar-style discussions, rather than formal lectures. As such, your primary responsibility each week will be to show up prepared to contribute thoughtfully and productively to our conversations about the assigned readings. You are _not_ expected to demonstrate perfect and immediate mastery of the issues raised by our readings -- questions and requests for clarification are perfectly welcome contributions to our conversations -- but you _are_ expected to be an active and regular participant in our ongoing dialogue. I'll chime in often enough (and at enough length) that you'll certainly get my take on our readings, but this course is not designed to be a spectator event.

Course blog

We will conduct a significant amount of discussion and course business online via a course blog. Full details on how to access and contribute to the blog are available on a separate handout. Here's a partial list of the ways we will use the course blog this semester:
•   a central "bulletin board" for official course announcements and major course handouts
•   an informal discussion space for priming, continuing, and/or augmenting our in-class conversations
•   a collection point for various online resources relating to cultural studies and/or the course
•   a space for mutual support and feedback related to your final paper
Ideally, the course blog should function as a space that's serious enough for people to share thoughts on the course material that at more length than is generally possible during our class sessions, but simultaneously casual enough for people to post fragments of work in progress, quick thoughts and/or questions about the course material, and jovial interaction.

Research paper

Your major project for the semester is a 6250-7500 word research paper. Topics can (and will) vary, but your overall project should demonstrate a clear and significant relationship to cultural studies. Ideally, the finished product should be suitable -- at least in terms of its subject matter -- for submission to a conference or a refereed journal. Major deadlines for this project are as follows:

Preliminary 1-on-1 meeting	5 Oct
250-500 word proposal	12 Oct
Full-length draft	10 Dec
In-class group workshopping	17 Dec (10:30a-12:30p)

Proposals and final drafts should be posted to the course blog _and_ submitted in hard copy format.

Miscellaneous

As some of you may already know, I'm the founder/manager of CULTSTUD-L: a cultural studies listserv that has nearly 2500 subscribers from over 40 countries around the world. You're welcome to join the listserv, but are under no formal obligation to do so. If you're interested, you should read the list's FAQ (Frequently Asked Questions) first to (1) find out how to subscribe and (2) learn the basic rules of conduct for the list. The FAQ is available online here: http://www.comm.umn.edu/~grodman/cultstud/

Reading/assignment schedule

7 September   Introduction and overview
no readings

14 September   Defining cultural studies
Johnson, "What Is Cultural Studies Anyway?" [WICS]
Hall, "The Emergence of Cultural Studies and the Crisis in the Humanities"
Hall, "Cultural Studies and Its Theoretical Legacies"
Nelson, Treichler, and Grossberg, "Cultural Studies: An Introduction"
Bérubé, "Pop Goes the Academy: Cult Studs Fight the Power"
Nelson, "Always Already Cultural Studies: Academic Conferences and a Manifesto" [WICS]
Grossberg, "Cultural Studies: What's in a Name (One More Time)"
Frow and Morris, "Australian Cultural Studies" [WICS]
Morris, "A Question of Cultural Studies"
Storey, "Cultural Studies: The Politics of an Academic Practice; an Academic Practice as Politics"
Rodman, "Cultural Studies Is Ordinary"

21 September   Historicizing and placing cultural studies
Sparks, "The Evolution of Cultural Studies . . ." [WICS]
Green, "The Centre for Contemporary Cultural Studies" [WICS]
Steele, "A Lost Genealogy: Adult Education and the Project of British Cultural Studies"
Williams, "The Future of Cultural Studies" [WICS]
Nelson and Gaonkar, "Cultural Studies and the Politics of Disciplinarity: An Introduction"
Striphas, "The Long March: Cultural Studies and Its Institutionalization"
Carey, "Reflections on the Project of (American) Cultural Studies"
Sterne, "James Carey and Resistance to Cultural Studies in North America"
Grossberg, "Toward a Genealogy of the State of Cultural Studies: The Discipline of Communication and the Reception of Cultural Studies in the United States"
Schwarz, "Where Is Cultural Studies?"
Ang, "Doing Cultural Studies at the Crossroads: Local/Global Negotiations"
Shome, "Post-colonial Reflections on the 'Internationalization' of Cultural Studies"
Schäfer, "The Re-articulation of Cultural Studies in Japan and Its Consequences for Japanese Studies"

28 September   Birmingham: In the beginning...
Williams, "Defining a Democratic Culture"
Centre for Contemporary Cultural Studies, selections from Annual Reports
Hall, "Cultural Studies: Two Paradigms" [WICS]
Hebdige, *Subculture* [selections]
McRobbie, "Settling Accounts With Subcultures: A Feminist Critique"
Hall *et al.*, "The Law-and-Order Society: Towards the 'Exceptional State'"
Hall, "On Postmodernism and Articulation: An Interview With Stuart Hall"

5 October   Birmingham: On second thought...
          DEADLINE -- research paper meeting
Gray, "Formations of Cultural Studies"
Editorial Team, "Introduction" [*CCCS Selected Working Papers*, vol. 2]
Hall, "Preface" [*CCCS Selected Working Papers*, vol. 1]
Hall, "Preface" [*CCCS Selected Working Papers*, vol. 2]
Grossberg, "CCCS and the Detour Through Theory"
Clarke, "Cultural Studies: A British Inheritance"
Carrington, "Decentring the Centre: Cultural Studies in Britain and Its Legacy"
Wright, "Dare We De-centre Birmingham?: Troubling the 'Origin' and Trajectories of Cultural Studies"
McNeil, "De-centring or Re-focusing Cultural Studies: A Response to Handel K. Wright"
Hall, "Richard Hoggart, *The Uses of Literacy* and the Cultural Turn"
Grossberg, "Rereading the Past From the Future"
Moran, "Milk Bars, Starbucks and the Uses of Literacy"
Lewis, "Racializing Culture Is Ordinary"
Gray, "Cultural Studies at Birmingham: The Impossibility of Critical Pedagogy?"
Webster, "Cultural Studies and Sociology at, and After, the Closure of the Birmingham School" [with responses]

12 October   Race, ethnicity, and nation
          DEADLINE -- research paper proposal
Hall, "Race, Culture, and Communications: Looking Backward and Forward at Cultural Studies" [WICS]
Carby, "Lost in Translation"
hooks, "Representing Whiteness in the Black Imagination"
Berlant, "The Face of America and the State of Emergency"
Rodman, "Race . . . and Other Four Letter Words: Eminem and the Cultural Politics of Authenticity"
Stabile, *White Victims, Black Villains* [selections]
Hall, "Old and New Identities, Old and New Ethnicities"
Hall, "New Ethnicities"
Ang, "On Not Speaking Chinese: Diasporic Identifications and Postmodern Ethnicity"
Silva, "Brown: From Identity to Identification"
Sharma, "Taxi Cab Publics and the Production of *Brown Space* After 9/11"
di Leonardo, "Neoliberalism, Nostalgia, Race Politics, and the American Public Sphere: The Case of the Tom Joyner Morning Show"

19 October   Gender, sexuality, and feminism
Brunsdon, "A Thief in the Night: Stories of Feminism in the 1970s at CCCS"
Winship, "Introduction" [section on "Women's Studies and Feminism" in *CCCS Selected Working Papers*, vol. 2]
Franklin, Lury, and Stacey. "Feminism and Cultural Studies: Pasts, Presents, Futures" [WICS]
Long, "Feminism and Cultural Studies" [WICS]
Wallace, "Negative Images: Towards a Black Feminist Cultural Criticism"
Kipnis, "(Male) Desire and (Female) Disgust: Reading *Hustler*"
Crimp, "Portraits of People With AIDS"
Stabile, "'A Garden Inclosed Is My Sister': Ecofeminism and Eco-Valences"
Deem, "The Scandalous Fall of Feminism and the 'First Black President'"
McRobbie, "The Es and the Anti-Es: New Questions for Feminism and Cultural Studies"
Banet-Weiser, "Girls Rule!: Gender, Feminism, and Nickelodeon"
Berlant, "Intimacy, Publicity, and Femininity"

26 October   Popular culture, mass media, and entertainment: Theory
Jenkins, McPherson, and Shattuc, "Defining Popular Culture"
Grossberg, "Mapping Popular Culture"
Morley, "Introduction" [section on "Media" in *CCCS Selected Working Papers*, vol. 2]
Hall, "Encoding/Decoding"
Hall, "Reflections Upon the Encoding/Decoding Model"
Fiske, "British Cultural Studies and Television" [WICS]
Morris, "Banality in Cultural Studies" [WICS]
Radway, "Reception Study: Ethnography and the Problems of Dispersed Audiences and Nomadic Subjects"
Grossberg, "Wandering Audiences, Nomadic Critics"
Ang, "Culture and Communication: Towards an Ethnographic Critique of Media Consumption in the Transnational
          Media System" [WICS]
Erni, "Media Studies and Cultural Studies: A Symbiotic Convergence"
Hall, "Notes on Deconstructing 'the Popular'"

2 November   Popular culture, mass media, and entertainment: Analysis
Acland, "Matinees, Summers, and the Practice of Cinemagoing"
Penley, "Feminism, Psychoanalysis, and the Study of Popular Culture"
Radway, "Mail-Order Culture and Its Critics: The Book-of-the-Month Club, Commodification and Consumption,
          and the Problem of Cultural Authority"
Striphas, "A Dialectic With the Everyday: Communication and Cultural Politics on Oprah Winfrey's Book Club"
Hesmondhalgh, "Audiences and Everyday Aesthetics: Talking About Good and Bad Music"
Rodman and Vanderdonckt, "Music for Nothing or, I Want My MP3: The Regulation and Recirculation of Affect"
Ouellette and Hay, "Introduction" [from *Better Living Through Reality TV*]
Teurlings, "Media Literacy and the Challenges of Contemporary Media Culture: On Savvy Viewers and Critical
          Apathy"
Miller, "A View From a Fossil: The New Economy, Creativity and Consumption -- Two or Three Things I Don't
          Believe In"
Jenkins, "The Cultural Logic of Media Convergence"
Mato, "All Industries Are Cultural: A Critique of the Idea of 'Cultural Industries' and New Possibilities for Research"
Miller, "From Creative to Cultural Industries: Not All Industries Are Cultural, and No Industries Are Creative"
Harney, "Unfinished Business: Labour, Management, and the Creative Industries"

9 November   Everyday life, lived experience, and cultural space(s)
Probyn, "The Politics of Experience"
Seigworth, "Everyday Life Is Always Somewhere Else"
Seigworth, "Sound Affects"
Gregg, "Communicating Investment: Cultural Studies, Politics and Affect"
Gregg, "A Mundane Voice"
Clifford, "Traveling Cultures"
Frith, "The Cultural Study of Popular Music"
Morris, "Things to Do With Shopping Centers"
Wise, "Home: Territory and Identity"
Sharma, "Baring Life and Lifestyle in the Non-place"
Scroop, "The Anti-chain Store Movement and the Politics of Consumption"
Makagon, "Bring on the Shock Troops: Artists and Gentrification in the Popular Press"
Ross, "The Quandaries of Consumer-based Labor Activism: A Low-wage Case Study"

16 November   Science, technology, and digital culture
Stabile, "Shooting the Mother: Fetal Photography and the Politics of Disappearance"
Carey, "Historical Pragmatism and the Internet"
Rodman, "The Net Effect: The Public's Fear and the Public Sphere"
Rodino-Colocino, "Laboring Under the Digital Divide"
Ross, "Technology and Below-the-Line Labor in the Copyfight Over Intellectual Property"
Everett, "The Revolution Will Be Digitized: Afrocentricity and the Digital Public Sphere"
Smith, "Nigerian Scam E-mails and the Charms of Capital"
Packer, "Safety and Security: Future Orientations of Automobility"
Andrejevic, "The Discipline of Watching: Detection, Risk, and Lateral Surveillance"
Robertson, "A Documentary Regime of Verification: The Emergence of the US Passport and the Archival
          Problematization of Identity"

23 November   The university, (anti-inter-meta-multi-)disciplinarity, and critical pedagogy
Striphas, "Acknowledged Goods: Cultural Studies and the Politics of Academic Journal Publishing"
Rutherford, "Cultural Studies in the Corporate University"
Messer-Davidow, "Whither Cultural Studies?"
Appadurai, "Diversity and Disciplinarity as Cultural Artifacts"
Readings, "Culture Wars and Cultural Studies"
Nelson and Watt, "Between Meltdown and Community: Crisis and Opportunity in Higher Education"
Ross, "Global U"
Bousquet, "Students Are Already Workers"
Jones, "A University, If You Can Keep It: James W. Carey and the University Tradition"
Giroux, "Resisting Difference: Cultural Studies and the Discourse of Critical Pedagogy"
Henderson, "Communication Pedagogy and Political Practice"

30 November   Public policy, public intellectuals, and the public sphere
Bennett, "Putting Policy Into Cultural Studies"
Morris, "Politics Now (Anxieties of a Petty-Bourgeois Intellectual)"
Said, *Representations of the Intellectual* [selections]
West, "The Postmodern Crisis of the Black Intellectuals"
Graff, "Academic Writing and the Uses of Bad Publicity"
Moran, "Cultural Studies and Academic Stardom"
Bérubé, "Bite Size Theory: Popularizing Academic Criticism"
Bérubé, "Cultural Criticism and the Politics of Selling Out"
Penley, "From NASA to *The 700 Club* (With a Detour Through Hollywood): Cultural Studies in the Public Sphere"
Carey, "Configurations of Culture, History and Politics"

7 December   Cultural studies: Now and in the future -- part 1
Grossberg, *Cultural Studies in the Future Tense*

10 December   (NOT a scheduled class day)
          DEADLINE: full-length draft of research paper

14 December   Cultural studies: Now and in the future -- part 2
Rodman, *Why Cultural Studies?* [manuscript version]

17 December   Workshop for final research papers (10:30a-12:30p)

Reference list
(PDF readings only)

Acland, Charles R. 2003. Matinees, summers, and the practice of cinemagoing. In *Screen traffic: Movies, multiplexes, and global culture*, 45-81. Durham, NC: Duke University Press.

Andrejevic, Mark. 2007. The discipline of watching: Detection, risk, and lateral surveillance. *Critical Studies in Media Communication* 23(5): 391-407.

Ang, Ien. 1998. Doing cultural studies at the crossroads: Local/global negotiations. *European Journal of Cultural Studies* 1(1): 13-31.

Ang, Ien. 2001. On not speaking Chinese: Diasporic identifications and postmodern ethnicity. In *On not speaking Chinese: Living between Asia and the West*, 21-36. New York: Routledge.

Appadurai, Arjun. 1996. Diversity and disciplinarity as cultural artifacts. In *Disciplinarity and dissent in cultural studies*, ed. Cary Nelson and Dilip Parameshwar Gaonkar, 23-36. New York: Routledge.

Banet-Weiser, Sarah. Girls rule!: Gender, feminism, and Nickelodeon. In *Kids rule!: Nickelodeon and consumer citizenship*, 104-141. Durham, NC: Duke University Press.

Bennett, Tony. 1992. Putting policy into cultural studies. In *Cultural studies*, ed. Lawrence Grossberg, Cary Nelson, Paula A. Treichler, Linda Baughman, and J. Macgregor Wise, 23-37. New York: Routledge.

Berlant, Lauren. 1996. The face of America and the state of emergency. In *Disciplinarity and dissent in cultural studies*, ed. Cary Nelson and Dilip Parameshwar Gaonkar, 397-439. New York: Routledge.

Berlant, Lauren. 2008. Intimacy, publicity, and femininity. In *The female complaint: The unfinished business of sentimentality in American culture*, 1-31. Durham, NC: Duke University Press.

Bérubé, Michael. 1994. Bite size theory: Popularizing academic criticism. In *Public access: Literary theory and American cultural politics*, 161-178. New York: Verso.

Bérubé, Michael. 1994. Pop goes the academy: Cult studs fight the power. In *Public access: Literary theory and American cultural politics*, 137-160. New York: Verso, 1994.

Bérubé, Michael. 1998. Cultural criticism and the politics of selling out. In *The employment of English: Theory, jobs and the future of literary studies*, 216-242. New York: New York University Press.

Bousquet, Marc. 2008. Students are already workers. In *How the university works: Higher education and the low-wage nation*, 125-156. New York: New York University Press.

Brunsdon, Charlotte. 1996. A thief in the night: Stories of feminism in the 1970s at CCCS. In *Stuart Hall: Critical dialogues in cultural studies*, ed. David Morley and Kuan-Hsing Chen, 276-286. New York: Routledge.

Carby, Hazel. 2007. Lost in translation. In *CCCS Selected Working Papers* (vol. 2), ed. Ann Gray, Jan Campbell, Mark Erickson, Stuart Hanson, and Helen Wood, 563-570. New York: Routledge.

Carey, James W. 1997. Reflections on the project of (American) cultural studies. In *Cultural studies in question*, ed. Marjorie Ferguson and Peter Golding, 1-24. Thousand Oaks, CA: Sage Publications.

Carey, James W. 2005. Historical pragmatism and the internet. *New Media and Society* 7(4): 443-455.

Carey, James W. 2006. Configurations of culture, history and politics. In *Thinking with James Carey: Essays on communication, transportation, history*, 199-225. New York: Peter Lang.

Carrington, Ben. 2001. Decentring the Centre: Cultural studies in Britain and its legacy. In *A companion to cultural studies*, ed. Toby Miller, 275-297. Malden, MA: Blackwell.

Centre for Contemporary Cultural Studies. 1965-1976. selections from Annual Reports.

Clarke, John. 1991. Cultural studies: A British inheritance. In *New times, old enemies: Essays on cultural studies and America*, 1-19. London: HarperCollins.

Clifford, James. 1992. Traveling cultures. In *Cultural studies*, ed. Lawrence Grossberg, Cary Nelson, Paula A. Treichler, Linda Baughman, and J. Macgregor Wise, 96-116. New York: Routledge.

Crimp, Douglas. 1992. Portraits of people with AIDS. In *Cultural studies*, ed. Lawrence Grossberg, Cary Nelson, Paula A. Treichler, Linda Baughman, and J. Macgregor Wise, 117-133. New York: Routledge.

Deem, Melissa. 2001. The scandalous fall of feminism and the "first black president." In *A companion to cultural studies*, ed. Toby Miller, 407-429. Malden, MA: Blackwell.

di Leonardo, Micaela. 2008. Neoliberalism, nostalgia, race politics, and the American public sphere: The case of the Tom Joyner Morning Show. *Cultural Studies* 22(1): 1-34.

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Everett, Anna. 2002. The revolution will be digitized: Afrocentricity and the digital public sphere. *Social Text* 71, 125-146.

Frith, Simon. 1992. The cultural study of popular music. In *Cultural studies*, ed. Lawrence Grossberg, Cary Nelson, Paula A. Treichler, Linda Baughman, and J. Macgregor Wise, 174-186. New York: Routledge.

Giroux, Henry A. 1992. Resisting difference: Cultural studies and the discourse of critical pedagogy. In *Cultural studies*, ed. Lawrence Grossberg, Cary Nelson, Paula A. Treichler, Linda Baughman, and J. Macgregor Wise, 199-212. New York: Routledge.

Graff, Gerald. 1992. Academic writing and the uses of bad publicity. *South Atlantic Quarterly* 91(1): 5-17.

Gray, Ann. 2003. Cultural studies at Birmingham: The impossibility of critical pedagogy? *Cultural Studies* 17(6): 767-782.

Gray, Ann. 2007. Formations of cultural studies. In *CCCS Selected Working Papers* (vol. 1), ed. Ann Gray, Jan Campbell, Mark Erickson, Stuart Hanson, and Helen Wood, 1-13. New York: Routledge.

Gregg, Melissa. 2004. A mundane voice. *Cultural Studies* 18(2-3): 363-383.

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Grossberg, Lawrence. 1988. Wandering audiences, nomadic critics. *Cultural Studies* 2(3): 377-391.

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Hall, Stuart. 1980. Encoding/decoding. In *Culture, media, language: Working papers in cultural studies, 1972-79*, ed. Stuart Hall, Dorothy Hobson, Andrew Love, and Paul Willis, 128-138. Boston: Unwin Hyman.

Hall, Stuart. 1981. Notes on deconstructing "the popular." In *People's history and socialist theory*, ed. Raphael Samuel, 227-240. London: Routledge and Kegan Paul.

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hooks, bell. 1992. Representing whiteness in the black imagination. In *Cultural studies*, ed. Lawrence Grossberg, Cary Nelson, Paula A. Treichler, Linda Baughman, and J. Macgregor Wise, 338-346. New York: Routledge.

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