

COURSE INFORMATION:

Media Narratives
Instructor: Scott Herndon
Office: FO 2.310
Phone: extension 4806
Email: scott.herndon@utdallas.edu
Office Hours: T-R 12-2, by appointment

COURSE DESCRIPTION:

We listen to the radio on the way to work or to the mall, “unwind” with the television, and retrieve sports scores with our cell phones. What we don’t think about as we do these everyday tasks are the role they play in defining our culture and indeed our very identity. This class will investigate the intersections between the media and our lives. Specifically we will look at how various media artifacts influence our understanding of race, class, sexual orientation, gender, democracy, politics, etc.

COURSE GOALS/OBJECTIVES:

1. Increase student awareness of their mediated environment. Specifically, students will learn to interpret and analyze various media phenomenon. Students will focus on three prominent critical methods (Narrative, Genre, Media Ecology) applying them to various media artifacts.
2. Build critical writing skills. Students will apply what they learn by writing critical essays, engaging in in-class discussions and debate, as well as other projects designed to help students engage elements of our mediated reality.
3. Build critical thinking & discussion skills. This is a seminar, not a lecture class. Students are expected engage not just the material and the instructor, but also each other.

TEXTS AND READINGS:

Taylor, Lisa & Willis, Andrew. Media Studies: Texts, Institutions and Audiences. Blackwell Publishing. 1999.

Kellner, Douglas. Media Culture: Cultural Studies, Identity and Politics Between the Modern and the Postmodern. Routledge: London. 2003.

In addition to the texts, we will read a number of scholarly articles, as well as make use of the Internet and view several films.

COURSE REQUIREMENTS:

There are no tests in this class. Instead, we will focus on discussion, various in-class exercises and a series of written papers to explore various aspects of our mediated reality. Some writing will be short, in-class writing on a suggested topic, others will be longer analytical papers. These major assignments are described below. The instructor reserves the right to alter assignments or point, if necessary.

1. **Short writings (90 points)** – 1-2 page papers, either taken home or written in-class on a given subject or prompt. There are five “scheduled” writings and up to three “pop-writings.” Each short paper is worth 15 points. Students will keep their best six grades for these assignments.
2. **Critical essays (300 points)** – Early in the semester, you will select an artifact that will become the basis for ALL of your critical essays. There are three critical essays, each one focusing on your artifact through the lens of four critical methods (narrative criticism, genre analysis and media ecology). Each essay is worth 100 points.
3. **Final essay & presentation (200 points)** – This assignment is an extension of your previous essays with a few extra sections that tie your research into one cohesive final work of criticism (think of it as a paper about your artifact in four chapters). These additional sections include an abstract, introduction justifying the study of your artifact, discussion of your artifacts cultural and historical relevance and a conclusion that ties your work together and provides closure and conclusions. The final book is worth 100 points. The final presentation is worth another 100 points.
4. **Media journal (50 points)** – Beginning the first day of class student will keep a journal of their media exposure, thoughts, innovations, musing, etc. Students should have at least one entry per week the course meets. We will throughout the semester return to the journals to facilitate discussion or brainstorm.
5. **Identizine (75 points)** – Students will construct the front page of their own style magazine. More interesting and fun than it sounds in one sentence.
6. **Culture Jam (100 points)** – Students will create and perform an original culture jam.

GRADING POLICIES:

My grading policy is simple. Work is to be completed on time. Assignment due dates are clearly marked in the syllabus but are subject to change based on our pace or other unforeseen events. This class moves very quickly, and we pack a lot into the semester, dalliances will result in you falling behind and will, in all likelihood, adversely impact your chances for success.

Late work will be assessed a 15% penalty for every class meeting that an assignment is late. For example, if you an assignment is due on Tuesday and a student turns it in the Tuesday following the due date they will be assessed a penalty of 30%.

The grading scale will be: 100-90% = A, 89-80 = B and so on...students with less than 50% of the total points in the class will receive a grade of failing for the semester. UTD's incomplete policy will be observed and is explained in detail below.

STUDENT CONDUCT & DISCIPLINE:

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part I, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

ACADEMIC INTEGRITY:

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

EMAIL USE:

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

WITHDRAWAL FROM CLASS:

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

STUDENT GRIEVANCE PROCEDURES:

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and

evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

INCOMPLETE GRADE POLICY:

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of **F**.

DISABILITY SERVICES:

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:
The University of Texas at Dallas, SU 22
PO Box 830688
Richardson, Texas 75083-0688
(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

RELIGIOUS HOLY DAYS:

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

OFF-CAMPUS INSTRUCTION AND COURSE ACTIVITIES:

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address given below. Additional information is available from the office of the school dean. (http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm)

COURSE SCHEDULE:

Thursday, 8-17 – Course Introduction (1)

Topics:

Course Introduction
Review of Syllabus, Class Procedures and Assignments
Assign Media Journal and Artifact Selection
Artifact Selection
Assign Manifesto Activity

Tuesday, 8- 22 - The Situationist International (2)

Topics:

The Situationist, consumerism, media and culture

Read:

Debord, Guy. "The Society of the Spectacle." Situationist International, 1967.
<http://library.nothingness.org/articles/SI/en/display/16>

Kellner, Douglas. "Media Culture and the Triumph of the Spectacle." Media Spectacle. Routledge, New York. 2003, 1-33.

Debord, Guy. "Report on the Construction of Situations and on the International Situationist Tendency's Condition of Organization and Action." Situationist International, June 1957.
<http://www.cddc.vt.edu/sionline/si/report.html>.

Activities:

Manifesto-go-round

Thursday, 8- 24 - Culture Jamming (or, waging communication guerilla warfare) (3)

Topics:

Interpreting and re-interpreting mediated spectacle
The Biotic Baking Brigade and Ad Busters as media criticism?

Read:

Dery, Mark. "Culture Jamming: Hacking, Slashing and Sniping in the Empire of Signs." Open Magazine Pamphlet, 1993.

Eco, Umberto. "Towards a Semiological Guerilla Warfare." Travels in Hyper-reality Trans: William Weaver. Harcourt, New York. 1986, 135-145.

Cox, Ana Marie. "The Medium is the Meringue." Mother Jones, March-April 1999.

Vanderford, Audrey. "Speaking Pie to Power." Darkwing, University of Oregon. 2000.
<http://darkwing.uoregon.edu/~audreylv/Pranks/pie.htm>.

Baudrillard, Jean. "Simulacra and Simulations." Jean Baudrillard, Selected Writings. Ed. Mark Poster. Stanford University Press. 1998. 166-184.

Activities:

Ad-Busters, Biotic Baking Brigade
Assign Culture Jam

Tuesday, 8-29 – Culture Jamming Continued (4)

Activities:

Viewing of film: *Culture Jam*

Read:

Media Studies – Chapters 103

Thursday, 8-31 Culture Jamming (5)

Due:

Culture Jam Projects/Discussion

Tuesday, 9-5 - Critical Writing Skills and the Role of the Critic (6)

Topics:

The role of the critic

Writing the critical essay, expectations, form, etc.

Artifact selection revisited

Read:

Foss, Sonja. "Doing a Rhetorical Criticism" Rhetorical Criticism: Exploration & Practices. Ed: Sonja Foss. Waveland Press. 1996. 399-477.

Ivie, Robert. "Productive Criticism." Quarterly Journal of Speech. 81 (1995).

Activities:

In-class Writing # 1: "The role of the critic in media criticism?"

Due:

Artifact Selection

Thursday, 9-7 - Storytelling, Democracy and Media (7)

Topics:

Homo narrans and the logic of good reasons

Read:

Media Studies – Chapter 6

Fisher, Walter. "Narration as a Human Communication Paradigm: The Case of Public Moral Argument." Communication Monographs 51 (1984): 1-22.

Rivera, Roberto. "Elves, Wookies and Fanboys: Star Wars and Our Need for Stories." Boundless Webzine. 1999. <http://www.liu.edu/cwis/cwp/library/workshop/citmla.htm>.

Herman, David. "Toward a Trans-Media Narratology." Narrative Across Media. Ed. Marie-Laure Ryan. University of Nebraska Press. 2004. 47-75.

Tuesday, 9-12 – More than Stories (8)

Topics:

Practicing Narrative Criticism

Read:

Narrative chapter from New Book

Foss, Sonja. "Narrative Criticism." Rhetorical Criticism: Exploration & Practices. Ed: Sonja Foss. Waveland Press. 1996. 399-477.

Activities:

Analyzing Contemporary Mediated Narratives

Thursday, 9-14 - Telling the Stories of Our Time (9)

Activities:

Viewing of Film: *Fahrenheit 911*

Tuesday, 9-19 – Telling the Stories of Our Time (10)

Activities:

Viewing of Film: *Fahrenheit 911*

In-Class Writing # 2: Designing a Thesis

Thursday, 9-21 – Swiss Cheese & Narrative (11)

Topics:

Perspective by Incongruity

Tragic Frame in the War on Terror

Assign Identizine

Read:

Media Studies – Chapter 4

Long, Mark C. "Tending to the Imagination: Perspective and Incongruity in William Carlos Williams and Kenneth Burke." Paper Presented at the Modern Language Association Conference. December, 1997.
<http://www.cla.purdue.edu/dblakesley/burke/long.html>.

Ivie, Robert. "The Rhetoric of Bushes War on Evil." The KB Journal Online. 1:1, Fall, 2004.
<http://kbjournal.org/node/53>

Levasseur, David G. "Edifying Arguments and Perspective by Incongruity: The Perplexing Argumentation Method of Kenneth Burke." *Argumentation and Advocacy*. 29:4 (1993).

Tuesday, 9-26 – Madonna & Gender (or the politics of dancing) (12)

Topics:

Performative Identity & Gender
Gender through the lens of popular culture: Music Videos

Read:

Ristry, Reena. "Madonna and Gender Trouble." Theory UK Online. 2000.
<http://www.theory.org.uk/madonna.htm>.

Butler, Judith. "Bodies that matter: on the discursive limits of sex." New York: Routledge. 1993.

Activities:

Paris is Burning Clips / Discussion

Thursday, 9-28 – Dreamworlds (13)

Activities:

Viewing of Film: *Dreamworlds*

Tuesday, 10-3 - Dreamworlds (14)

Activities:

Discuss Film
In-class writing #3: Reaction to *Dreamworlds*

Thursday, 10-5 – Identizines (15)

Activities:

Identizines Due / Discussion

Tuesday, 10-10 – Introduction to Genre (16)

Topics:

Genre, the good the bad and the misplaced
Basics of generic criticism

Read:

Media Studies – Chapter 6, 12 & 13

Foss, Sonja. "Generic Criticism" Rhetorical Criticism: Exploration & Practices. Ed: Sonja Foss. Waveland Press. 1996. 483-531.

McDowell, Matt. "What Choice? Subculture Films, Naturalization, and the Post-Modern Condition." Washington State University. No date given. <http://www.creighton.edu/~spoko/subculture/index.html>.

Due:

Narrative Criticism

Thursday, 10-12 – Genre Continued – Horror Films (17)

Topics:

Interpreting Genre – The Modern Horror Film

Read:

Reading TBD – Waiting on the ILL!

Tuesday, 10- 17 – Genre & Horror (18)

Topics:

Viewing of Scream

Thursday, 10 – 19 - Genre & Horror (19)

Topics:

Viewing of Scream

Activities:

In Class Writing #4: Scream Thesis

Tuesday, 10-24 – The Spectacle of Reality TV (20)

Topics:

(Re) interpreting Genre – TV Reality and the allure of spectacle

Read:

Freeland, Cynthia. “Ordinary Horror on Reality TV.” Narrative Across Media. Ed. Marie-Laure Ryan. University of Nebraska Press. 2004. 244-276.

Christensen, Christian. “Tsunamis and Death-Toll Pornography.” Common Dreams News Center. December, 29. 2004. <http://www.commondreams.org/views04/1229-10.htm>.

Activities:

Viewing of ‘Cops’ / Discussion

Thursday, 10-26 – Catch Up Day (21)

TBA:

This Day Will be used for Catch Up / Conferences

Tuesday, 10-31 – The Mediated Environment (22)

Topics:

What is Media Ecology?

Read:

Media Studies – 14, 16 & 18

Heise, Ursula K. “Unnatural Ecologies: The Metaphor of the Environment in Media Theory.”
Configurations. 10:1 (2002): 149-168.

Virilio, Paul. “Speed and Information: Cyberspace Alarm!” CT Theory Net. August 27, 1995.
http://www.cttheory.net/text_file.asp?pick=72.

Activities:

Envelope Reports

Due:

Genre Criticism

Thursday, 11-2 – Bowling Alone (23)

Topics:

Civic participation and media
Myspace/Facebook and other online environments

Read:

Putnam, Robert. “Bowling Alone: America’s Declining Social Capital.” Journal of Democracy. 6:1 (1995):
65-78.

Activities:

In-class Writing # 5: Social Capital

Thursday, 11-7 – Cell phone, Ecosystem or Both? (24)

Topics:

Digital environments

Read:

Strate, Lance. “The Cell Phone as Environment.” Explorations in Media Ecology. 2:1 (2003).

Aarseth, Espen. “Quest Games as Post-Narrative Discourse.” Narrative Across Media. Ed. Marie-Laure
Ryan. University of Nebraska Press. 2004. 361-376.

Tuesday, 11-9 – Myspace & Company (25)

Topics:

The Myspace/Facebook Polity
Frees Speech and Digital Environments

Read:

Watson, Paul & Jones, Alex. "Myspace is the Trojan Horse of Internet Censorship." Prison Planet Online.
March 16, 2006. <http://www.prisonplanet.com/articles/march2006/160306myspace.htm>.

11- 14, 11-16, 11-21 (26-28)

Activities:

Final Presentations

Due:

Media Ecology Due 11-21
Media Journal Due 11-21
Final Book Due 11-30