

## **J382 Media Sociology, Spring 2011**

**Course:** #07715 Wednesday 12 to 3:00, CMA A6.168

**Instructor:** Stephen D. Reese

**Faculty website:** <http://journalism.utexas.edu/faculty/reese/>

Office hours: CMA 4.312, Monday 2:00 to 4:30 and by appointment

The course title is general, but broadly speaking we are concerned with how media logics develops that convey, shape, and define public life, and how that logic is tied to social structures: political, economic, and cultural. The logic of journalism is the most directly relevant to the political communication process and receives the most attention, but the current issues for research that concern us include conceptualizations of media production, measuring media logics (framing), globalization, and the closely related issues of the new media (cyberspace). The broad course domain is also characterized by the subfield ICA Encyclopedia of Communication heading: "Media Production & Content." The goals of the class include the following:

- To introduce research on media content and influences on it, otherwise known as media sociology
- To identify different theoretical frameworks helpful in explaining media content
- Stimulate your own theoretical thinking through group activity, an original paper and class discussion
- To find ways to make sense of and apply these conceptual frameworks to present discussions of professional issues, including media bias and press performance

School of Journalism academic ethics policy:

[http://journalism.utexas.edu/faculty/reese/PROD75\\_027372.html](http://journalism.utexas.edu/faculty/reese/PROD75_027372.html)

### **Texts**

Berkowitz, D. (1997). *Social Meanings of News: A Text-Reader*. Thousand Oaks, CA: Sage, 1997.

Paterson, C. & Domingo, D. (2008). *Making online news: The ethnography of new media production*. New York: Peter Lang.

Shoemaker, P. & Reese, S. (1996). *Mediating the Message: Theories of Influence on Mass Media Content* (2nd Ed.) New York: Longman. (Under revision--available for downloading from Reese website) Use as supplement as desired.

Note that my colleague, Pam Shoemaker, is teaching a similar seminar at Syracuse this semester, and we may share some drafts on Blackboard of upcoming revision chapters and hold a joint video-conference as schedules and technology permit.

**Reading packet** (available in pdf format on Blackboard; otherwise, in copy packet where marked by “\*\*”).

- Anderson, C.W. (2010). Journalistic networks and the diffusion of local news: The brief, happy news life of the “Francisville Four.” *Political Communication* 27:289-309.
- Becker, L. & Vlad, T. (2008). News organizations and routines. In K. Wahl-Jorgensen & T. Hanitzsch (eds.) *Handbook of journalism studies*. New York: Routledge.\*\*
- Benson, R. (2004). Bringing the sociology of media back in. *Political Communication* 21:275-292.
- Benson, R. (2006). News media as a “journalistic field”: What Bourdieu adds to new institutionalism, and vice versa. *Political Communication* 23:187-202.
- Berglez, P. (2008). What is global journalism? Theoretical and empirical conceptualizations. *Journalism Studies* 9:6, 845-858.
- Corcoran, F. & Fahy, D. (2009). Exploring the European elite sphere: The role of the Financial Times. *Journalism Studies* 10:1, 100-113
- Cottle, S. (2000). Rethinking news access. *Journalism studies* 1:3, 427-448.
- Cottle, S. (2007). Ethnography and news production: New(s) developments in the field. *Sociology compass* 1/1.
- Deuze, M. (2008a). The changing context of news work: Liquid journalism and monitorial citizenship. *International journal of communication* 2:848-865.
- Deuze, M. (2008b). Understanding journalism as newswork: How it changes and how it remains the same. *Westminster papers in communication and culture* 5(2):4-23.
- Gitlin, T. (1978). Media sociology: The dominant paradigm. *Theory and society* 6: 205-253. \*\*
- Howard, P. (2002). Network ethnography and the hypermedia organization: New media, new organizations, new methods. *New media & society* 4(4):550-574.
- Klinenberg, E. (2005). Convergence: News production in a digital age. *Annals of the American Academy of Political and Social Science*, January 597.
- Lee, F. & Chan, J. (2009). Organizational Production of Self-Censorship in the Hong Kong Media. *International Journal of Press/Politics* 14:1, 112-133
- Mills, C. W. (1959). On intellectual craftsmanship. Appendix from *The sociological imagination*. New York: Oxford University Press. \*\*
- Pan, Z. (2000). Spatial configuration in institutional change. *Journalism* 1:3, 253-281.
- Reese, S. (2001). Understanding the global journalist: A hierarchy of influences approach. *Journalism Studies* 2:2, 173-187.
- Reese, S. (2004). Militarized journalism: Framing dissent in the Persian Gulf wars. In S. Allan and B. Zelizer (eds.) *Reporting war: journalism in wartime* (pp. 247 to 265). New York: Routledge.

- Reese, S. (2008). Media production and content. W. Donsbach (ed.) *ICA International Encyclopedia of Communication*. London: Blackwell.
- Reese, S. (2008). Theorizing a globalized journalism. In M. Loeffelholz & D. Weaver (eds.), *Global journalism research: Theories, methods, findings, future*. London: Blackwell. \*\*
- Reese, S. (2009). Managing the symbolic arena: The media sociology of Herbert Gans. Chapter prepared for Lee B. Becker, Christina Holtz-Bacha, Gunter Reust (Eds.) *Festschrift für Klaus Schönbach* (working title) Wiesbaden: VS Verlag für Sozialwissenschaften.
- Reese, S. & Ballinger, J. (2001). The roots of a sociology of news: Remembering Mr. Gates and social control in the newsroom. *Journalism & Mass Communication Quarterly*, 78:4, 641-658.
- Reese, S., Rutigliano, L., Hyun, K., & Jeung, N. (2007) Mapping the blogosphere: Professional and citizen-based media in the global news arena. *Journalism* 8(3): 235-261.
- Ryfe, D. (2006). Guest editor's introduction: New institutionalism and the news. *Political Communication* 23:135-144.
- Ryfe, D. & Blach-Orsten (2011). Introduction. *Journalism Studies* 12:1, 3-9.
- Shoemaker, P., Vos, T., & Reese, S. (2008). Journalists as gatekeepers. In K. Wahl-Jorgensen & T. Hanitzsch (eds.) *Handbook of journalism studies*. New York: Routledge. \*\*
- Sparrow, B. (2006). A research agenda for an institutional media. *Political Communication* 23:145-157.
- Willnat, L. & Weaver, D. (2003). Through their eyes: The work of foreign correspondents in the United States. *Journalism* 4:4, 403-422.

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## Schedule

Abbreviations: MON=Making Online News; SMN=Social Meaning of News text; MM=Mediating the message supplement; otherwise see reading packet and Blackboard Pdfs.

Date	Topic
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### Getting Ready: some oldies but goodies

Jan. 19	<p>Introductions, getting ideas, critiquing ideas, ethically</p> <p>Gitlin (1978)</p> <p>Mills (1959)</p> <p>School ethics statement</p> <p><a href="http://journalism.utexas.edu/faculty/reese/courses/academic_ethics.pdf">http://journalism.utexas.edu/faculty/reese/courses/academic_ethics.pdf</a></p> <p>Be prepared to discuss questions and suggested additions to ethics policy</p>
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## **The basics: The Hierarchy of Influences**

Jan. 26	Framework of study  MM 1,2,3,4 MM Revised Chapter 1 (check BB) SMN Schudson 1 SMN Ettema 3 Reese, S. (2001) Reese & Ballinger (2001)
Feb. 2	Individual level  Reese (2008) Encyclopedia overview SMN Zelizer 2 MM 5 MM Revised (check BB) SMN White 5 Willnat, L. & Weaver, D. (2003)
Feb. 9	Routines  MM 6 SMN Tuchman 13 SMN Molotch & Lester 14 SMN Fishman 15 Shoemaker, Voss & Reese (2008)
Feb. 16	Organizational  MM 7 SMN Breed 9 SMN Bantz 10 SMN Bantz 18 Becker & Vlad (2008) Lee & Chan (2009)
Feb. 23	Extra media and ethnography issues  MM 8 Pan, Z. (2000) Reese (2009) Gans paper Cottle (2007) MON Paterson Chapter 1 MON Lagervist, Chapter 8

March 2	Ideological
	MM 9
	MM Revised (check BB)
	SMN Reese 27
	Cottle, S. (2000).
	SMN Lule 25
	Reese (2004)
	Reese & Lewis (2009)
	Lewis & Reese (2009)

**Current issues: shifting views of people, structures, sites**

March 9	New institutionalism and field theory
	Benson (2004)
	Ryfe (2006)
	Ryfe & Blach-Orsten (2011)
	Sparrow (2006)
	Benson (2006)
March 16	Spring break, no class
March 23	Geography of media sociology: Comparative and globalization issues
	Reese (2008)
	Berglez (2008)
	Fahy & Corcoran (2009)
	Reese working paper (Check BB)
March 30	Media convergence issues
	Anderson (2010)
	Reese et al. (2007)
	Klinenberg (2005)
	Howard (2002)
	Deuze (2008a)
	Deuze (2008b)

**Doing media sociology**

April 6	Online news ethnography
	Selections from MON, TBA

April 13	consult as needed on papers
April 20	Review of recent literature (class member led) <b><u>(paper drafts due)</u></b>
April 27	Review of recent literature (class member led)
May 4	paper presentations

Note : I presume that the articles you select from the “recent literature” will be central and relevant to your paper. Be sure to send them to me electronically for posting on Blackboard by April 15<sup>th</sup>.

### **Grading**

The bulk of your performance will be based on your ability to contribute to and finish an original research project, suitable for conference presentation and/or publication. Depending on class interests there may be a collaborative project that you can connect your work to. This obviously will depend on your ability to learn the relevant literature, synthesize those aspects relevant to your research, pose appropriate research questions and hypotheses, identify appropriate methods and materials for analysis, and writing up the results. Regular attendance is assumed, of course. The following tasks will be scheduled:

**Discussion leading (15%):** prepare handout for class based on class readings for a given day that helps identify key issues in theory and method and help lead discussion on those readings.

**Research critique presented in class (20%):** Identify key recent research article relevant to project for critique and presentation in class (2 page write-up, with one page handout). Discuss its relevance, theory, method, strengths and weaknesses, assumptions, etc. These articles will presumably be helpful in updating our class readings and adding to the class bibliography. Be sure to provide full citation, hard copy and pdf file if possible to the instructor by Monday of the week in question to distribute to the class.

**Preliminary research proposal (15%):** Prepare 5 to 7 page double-spaced paper that identifies a key media sociology issue, reviews relevant literature, suggests appropriate data and ways to access them, and suggest analytic approaches for coding, categorization, etc. Include your bibliography. I may ask that these be prepared and discussed in class, which I’ll describe in greater detail later.

**Final paper (50%):** Refine literature review, questions, analysis, and discussion for final research article based on project. Paper will have the usual sections and

follow the norms of a research presentation in the field, suitable for submission to ICA or related conference. This may be collaborative with approval by the instructor. Further details and guidelines to be reviewed in class.

To be satisfactory, you must show evidence of having connected your chosen issue or study to some of the conceptual areas covered in class and having examined recent work in your area by citing recent articles (2004 to present) in scholarly journals (*JQ*, *Critical Studies in Mass Communication*, *Political Communication*, *Harvard International Journal of Press/Politics*, *Media Culture & Society*, *Journal of Communication*, *Journal of Broadcasting & Electronic Media*, *Public Opinion Quarterly*, *Communication Research*, etc.).