

**ANTHROPOLOGY OF THE MEDIA AND THE PUBLIC SPHERE**  
**ANT4930 / ANG6930**

Draft syllabus for Fall 2012

Monday 9-11 period (4:05-7:05pm)  
Location TBA

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This anthropology course examines the social and cultural practices of media production, circulation, and consumption. In studying media, we will analyze their relationship to changing perceptions and use of public spheres and the shaping of political identities (from national communities to ethnic minorities). We will also probe the construction of dominant discourses and strategies of representation and discuss the consequences they have as media messages travel across uneven historical, social, political, cultural, economic terrain of the contemporary state. Students will analyze the materiality and the performativity of different media forms, the construction of publics and counterpublics, the contestation of space through the media, and political projects that both use and are themselves shaped by the practices of journalism and strategies of representation.

**REQUIRED BOOKS:**

Habermas, Jürgen

1989 The structural transformation of the public sphere: an inquiry into a category of bourgeois society / Uniform Title: Strukturwandel der Öffentlichkeit. English. Cambridge, Mass.: MIT Press.

Larkin, Brian

2008 Signal and noise: media, infrastructure, and urban culture in Nigeria. Durham: Duke University Press.

All remaining class readings can be downloaded from the Sakai course page.

**ASSIGNMENTS and GRADING:**

**Participation (20%):** Active informed participation in discussions is expected. You will need to carefully prepare for every class: Come ready to share your thoughts and questions on the assigned texts. Always bring the copy of that day's readings to class.

Absence for reasons of illness, religious holiday or official university business is excused. Please inform the instructor as early as possible and provide appropriate documentation. You are responsible to contact a classmate to obtain notes on the materials covered. You are allowed one unexcused absence. After the second unexcused absence your final grade will be reduced a full letter. Students with four or more unexcused absences will fail.

**Media blog (20%).** This is your chance to think and write (auto-)ethnographically about media in your life, in a medium with a growing place in anthropology. Students will write at least 12 entries in a blog that connects their experience of media to class readings and discussions.

**Midterm Exam (20%):** This will be a take-home exam. Exam questions will be handed out in class on October 15 and due in class on October 22. The questions for the assignment will be explicitly tied to course readings and discussions, with room for the introduction of student's own interests.

**Research Essay (40%):** The final essay (12-15 pages), due on December 3, is a theoretical investigation of a research project of your choice. It should critically and creatively examine one or more of the class themes. Specific topic must be elaborated in consultation with the instructor.

Graduate students have a choice of either taking the midterm exam in addition to the final essay, or write a longer research paper (20-25 pages), which directly contributes towards the development of their thesis, dissertation chapter, conference paper or publication.

All students must hand in a 250-300-word abstract of their research essay on November 5. The final paper is due by the last day of class.

**Extra credit:** If you attend a conference, participate in a public discussion or other public event, watch a film or a play that broadly relates to the topics discussed in this class, you can post a one-page review on the class blog and receive extra credit to mitigate your participation grade.

**Papers:** Both the midterm exam and the final research paper must:

- Use 12-point Times New Roman or similar font;
- Be Double-spaced, with 1 inch margins;
- Include your last name and page number in the header/footer of each page;
- Cite all sources in Modern Language Association (MLA) or American Anthropological Association (AAA) format.

Please turn in a hard copy of all assignments and post them through Sakai.

**Late Work and Extensions:** Assignments for the midterm exam and the research paper will be handed out well in advance of their due date. If you know you will not be able to turn in the assignment on time, please notify the instructor as early as possible. Extensions are not granted lightly and must be arranged in advance. Assignments are due at the beginning of the class and will be marked down a grade for each day they are late (i.e., a B+ paper turned in a day late will receive a B).

**ACADEMIC HONESTY:**

All work submitted by a student for a grade must be completed by that student and free from unauthorized assistance or deliberate misrepresentations. The penalty for plagiarism or cheating is a grade of zero points on the assignment in question; in such cases an incident form will also be sent to the Office of the Dean of Students. If you have questions about what constitutes academic misconduct, please consult the UF Honor Code as well as the UF Policies on Academic Honesty, Student Rights and Responsibilities. These are available online at:

<http://www.dso.ufl.edu/studenthandbook/studentrights.php#academichonestyguidelines>

**ADA STATEMENT:**

“Students with disabilities, who need reasonable modifications to complete assignments successfully and otherwise satisfy course criteria, are encouraged to meet with the instructor as early in the course as possible to identify and plan specific accommodations. Students will be asked to supply a letter from the Disability Resource Center to assist in planning accommodations.”

**GRADING SCALE:**

The following scale will be used for grades on all assignments and exams: 94-100=A; 90-93=A-; 87-89=B+; 83-86=B; 79-82=B-; 76-78=C+; 72-75=C; 69-71=C-; 66-68=D+; 62-65=D; 59-61=D-; 58 and below=E (failing).

Regarding university grading policies, be advised that a grade of C- is not valid for major, minor, Gen Ed, Gordon Rule, or for college basic distribution credit. For questions about minus grades, please see <http://www.isis.ufl.edu/minusgrades.html>.

You may consult current UF policy on how grade point averages are calculated at <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>.

**HEALTH AND COUNSELING:**

The University offers the following health and counseling services for students in the event personal problems threaten to hinder academic performance:

University Counseling Center (301 Peabody Hall, 392-1575);

Student Mental Health (Student Health Care Center, 392-1171);

Sexual Assault Recovery Services (Student Health Care Center, 392-1161).

Please note: The Instructor may make minor adjustments to class readings or assignments during the course of the semester. Any and all modifications will be announced ahead of time.

**COURSE SCHEDULE:**

Monday, August 27<sup>th</sup>

**EARLY MEDIA THEORY**

Adorno, Theodor, and Max Horkheimer

1997 [1944] “The Culture Industry: Enlightenment As Mass Deception.” *In* *Dialectic of Enlightenment*. E. Jephcott, trans. Pp. 94-136. Stanford: Stanford University Press.

Althusser, Louis

1972 *Ideology and Ideological State Apparatuses*. *In* *Lenin and Philosophy, and Other Essays*. New York: Monthly Review Press. Pp. 85-126.

Benjamin, Walter

1968 “The Work of Art in the Age of Mechanical Reproduction.” *In* *Illuminations: Essays and Reflections*. Pp. 217-251. H. Zohn, transl. New York: Schocken Books.

Monday, September 3<sup>rd</sup>

Labor Day – no class

Monday, September 10<sup>th</sup>

**STUDYING MASS MEDIA**

Ginsburg, Faye, Lila Abu-Lughod, and Brian Larkin

2002 Introduction. *In Media Worlds: Anthropology on New Terrain*. F. Ginsburg, L. Abu-Lughod, and B. Larkin, eds. Pp. 1-38. Berkeley: University of California Press.

Appadurai, Arjun

1991 Global Ethnoscapes: Notes and Queries for a Transnational Anthropology. *In Recapturing Anthropology*. R. Fox, ed. Pp. 191-210. Chicago: University of Chicago.

Herman, Edward, and Noam Chomsky

1988 *Manufacturing Consent: The Political Economy of the Mass Media*. Pp. 1-87. New York: Pantheon Books.

Monday, September 17<sup>th</sup>

**VISUAL ANTHROPOLOGY. INDIGENOUS MEDIA**

Bateson, Gregory, and Margaret Mead

1977 Margaret Mead and Gregory Bateson on the Use of the Camera in Anthropology. *Studies in the Anthropology of Visual Communication* 4(2): 78-80.

Turner, Terence

1992 Defiant Images: The Kayapo Appropriation of Video. *Anthropology Today* 8(6): 5-16.

Ginsburg, Faye

2008 Rethinking the Digital Age. *In Global Indigenous Media: Cultures, Poetics, and Politics*. Pamela Wilson, Michelle Stewart, eds. Pp. 287-306. Durham: Duke University Press.

In-Class Documentaries:

*The Kayapo, Indians of the Brazilian Rain Forest (1987)*

*Trance and Dance in Bali (1991)*

Monday, September 24<sup>th</sup>

**MEDIA AND THE NATION**

Fanon, Frantz

1967 This is the Voice of Algeria. *In A Dying Colonialism*. Pp. 69-98. New York: Grove Press.

Anderson, Benedict

1991 [1983] *Imagined Communities: Reflections on the Origin and Spread of Nationalism*. Pp. 1-36. New York: Verso.

Abu-Lughod, Lila

2005 Dramas of Nationhood: The Politics of Television in Egypt. Pp. 29-56, 81-110. Chicago: University of Chicago Press.

Monday, October 1<sup>st</sup>

**THE PUBLIC SPHERE**

Habermas, Jürgen

1989 The Structural Transformation of the Public Sphere. T. Burger, transl. Cambridge, MA: MIT Press.

Monday, October 8<sup>th</sup>

**MEDIA PRODUCTION (1): PRACTICE OF JOURNALISM**

Bourdieu, Pierre

2005 The Political Field, the Social Science Field, and the Journalistic Field. *In* Bourdieu and the journalistic field. R.D. Benson and E. Neveu, eds. Pp. 29-47. Cambridge: Malden, MA.

Peterson, Mark Allen

2001 Getting to the Story: Unwriteable Discourse and Interpretive Practice in American Journalism. *Anthropological Quarterly* 74(4): 201-211.

Hasty, Jennifer

2006 Performing Power, Composing Culture: The State Press in Ghana. *Ethnography* 7(1): 69-98.

Boyer, Dominic C.

2003 Censorship as a Vocation: The Institutions, Practices, and Cultural Logic of Media Control in the German Democratic Republic. *Comparative Study of Society and History*: 511-545.

Monday, October 15<sup>th</sup>

**MEDIA PRODUCTION (2): DISCOURSE AND REPRESENTATION**

Hall, Stuart

1980 Encoding/decoding. *In* Culture, Media, Language: Working Papers in Cultural Studies, 1972-79. Pp. 128-138. University of Birmingham: Hutchinson.

Bishara, Amahl

2008 Watching U.S. Television From the Palestinian Street: The Media, the State, and Representational Interventions. *Cultural Anthropology* 23(3): 488-530.

Briggs, Charles L.

2007 Mediating Infanticide: Theorizing Relations between Narrative and Violence Source. *Cultural Anthropology* 22(3): 315-356.

Monday, October 22<sup>nd</sup>

**MEDIA CIRCULATION**

Lee, Benjamin, and Edward LiPuma

2002 Cultures of Circulation: The Imaginations of Modernity. *Public Culture* 14(1): 191-213.

Himpele, Jeffrey D.

2008 Circuits of Culture: Media, Politics, and Indigenous Identity in the Andes. Pp. 41-92, 137-185. University of Minnesota Press.

Monday, October 29<sup>th</sup>

**PERFORMATIVITY. PUBLICS AND COUNTERPUBLICS**

Warner, Michael

2002 Publics and Counterpublics. *Public Culture* 14(1): 49-90.

Kosnick, Kira

- 2004 'Speaking in One's Own Voice': Representational Strategies of Alevi Turkish Migrants on Open-Access Television in Berlin. *Journal of Ethnic and Migration Studies* 30(5): 979-994.
- Goldstein, Daniel M., and Fatimah Williams Castro  
 2006 Creative Violence: How Marginal People Make News in Bolivia. *Journal of Latin American Anthropology* 11(2): 380-407.

Monday, November 5<sup>th</sup>

**MEDIA CONSUMPTION**

- Moeller, Susan D.  
 1999 Compassion Fatigue: How the Media Sell Disease, Famine, War, and Death. Pp. 97-155. New York: Routledge.
- Feldman, Allen  
 1994 On Cultural Anesthesia: from Desert Storm to Rodney King. *American Ethnologist* 21(2): 404-418.
- Feldman, Allen  
 2000 Violence and Vision: The Prosthetics and Aesthetics of Terror. *In Violence and Subjectivity*. V. Das, A. Kleinman, M. Ramphele, and P. Reynolds, eds. Pp. 425-468. Berkeley: University of California Press.

Monday, November 12<sup>th</sup>

Veteran's Day – no class

Monday, November 19<sup>th</sup>

**MATERIALITY OF THE MEDIA (1)**

- Spitulnik, Debra  
 2002 Mobile Machines and Fluid Audiences: Rethinking Reception through Zambian Radio Culture. *In Media worlds: anthropology on new terrain*. F. Ginsburg, L. D. Abu-Lughod, and B. Larkin, eds. Pp. 337-354: University of California Press.
- Larkin, Brian  
 2008 Introduction and Chapters 1-4. *In Signal and Noise: Media, Infrastructure, and Urban Culture in Nigeria*. Pp. 1-145. Durham: Duke University Press.

Monday, November 26<sup>th</sup>

**MATERIALITY OF THE MEDIA (2)**

- Larkin, Brian  
 2008 Chapter 5-7 and Conclusion. *Signal and Noise: Media, Infrastructure, and Urban Culture in Nigeria*. Pp. 146-256. Durham: Duke University Press.

Monday, December 3<sup>rd</sup>

**GRAFFITI: MEDIA, PLACE, POLITICS**

- Austin, Joe  
 2001 Chapters 2 and 3. *In Taking the Trains: How Graffiti Art Became an Urban Crisis in New York City*. Pp. 38-106. New York: Columbia University Press.

Herring, Scott

2007 Keith Haring and Queer Xerography. *Public Culture* 19(2): 329-348.

Peteet, Julie

1996 The Writing on the Walls: The Graffiti of the Intifada. *Cultural Anthropology* 11(2): 139-159.

Hung, Wu

2000 Zhang Dali's *Dialogue*: Conversation With a City. *Public Culture* 12(3): 749-768.