

MEDIA, CULTURE & COMMUNICATION (MCC-UE)

MCC-UE 1 Introduction to Media Studies (4 Credits)

Typically offered Fall, Spring, and Summer terms

This course introduces students to key concepts of communication, media, culture, and technology. Surveys the models, theories, and analytical perspectives that form the foundations for the study of the major in Media, Culture, and Communication. Topics include modes of communication, rhetoric, persuasion, public sphere, mass media, media effects, reception, global media, social media, ideology, cultural practices, discourse, data, and algorithmic culture. Satisfies Core Societies & Social Sciences for non-MCC Steinhardt students.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 3 History of Media & Comm (4 Credits)

Typically offered Fall, Spring, and Summer terms

This course introduces students to key technologies, transitions, and time periods in the history of media and communication, and to the stakes of historical inquiry. The class explores a wide variety of media formats and innovations throughout human history, with a particular emphasis on the social, economic, cultural and political factors that both shape, and are shaped by, the transformation of media and communication technology over time.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 5 Language and Culture (4 Credits)

Typically offered all terms

This course examines the role of language in media, culture, and communication. Topics will include language ideologies, register-formation, language politics, standardization, raciolinguistics, code-switching, voicing, speech and text genres, orthographies, fonts, and more. Students will learn to analyze interpersonal and mediated communication-in-context, with attention to pragmatics, performativity and participation frameworks, using key analytics and methods from the fields of socio-linguistics, linguistic anthropology, and semiotics.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 14 Methods in Media Studies (4 Credits)

Typically offered Fall and Spring

Introduces students to several methods of analyzing the content, production, and contexts of media in society. Students explore the basic approaches of textual analysis, political economy, and ethnography. Students adopt, adapt and employ these methods in their own analyses, survey and data collection, and ethnographies. Students create their work by means of digitally mediated image annotation and manipulation, data collection and visualization, and audio/video production.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1000 Ind Study (1-6 Credits)

Typically offered Fall, Spring, and January terms

It should be noted that independent study requires a minimum of 45 hours of work per point. Independent study cannot be applied to the established professional education sequence in teaching curricula. Each departmental program has established its own maximum credit allowance for independent study. This information may be obtained from a student's department. Prior to registering for independent study, each student should obtain an Independent Study Approval Form from the adviser.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: Yes

MCC-UE 1002 Space and Place in Human Communication (4 Credits)

Typically offered Fall and Spring

Explores how people form relationships with locales they occupy, how they attach meanings to spaces to create places, and how experiences of inhabiting, viewing, and hearing those places shape their meanings, communicative practices, cultural performances, memories, and habits. Themes include: mapping and the imagination; vision and space, soundscape, architecture and landscape; new media and space/time compression; space and identity; spatial violence; and spatialization of memory. Satisfies Core Cultures & Contexts for non-MCC Steinhardt students.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1003 Intro to Digital Media (4 Credits)

Typically offered Fall and Spring

This course is an introduction to digital media, focusing on networks, computers, the Web and video games. Theoretical topics include the formal qualities of new media, their political dimensions, as well as questions of genre, narrative, and history.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1005 The Culture Industries (4 Credits)

Typically offered Spring

This course focuses on the modern history of media industries – film, TV, radio, newspapers, music, magazines, book publishing – with special emphasis on the pressures that affect them now. Students are required to do extensive background reading, and we will hear from various professionals with long experience in the industries under consideration.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1006 Television:History/Form (4 Credits)

Typically offered Fall and Spring

An exploration of television as a medium of information, conveyor and creator of culture and a form of aesthetic expression. Course examines the historical development of television as both a cultural product and industry.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1007 Film:History and Form (4 Credits)

Typically offered Fall, Spring, and Summer terms

An exploration of film as a medium of information, conveyor and creator of culture and a form of aesthetic expression. Course examines the historical development of film as both a cultural product and industry.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1008 Video Game Economies (4 Credits)*Typically offered Fall and Spring*

The course approaches video games through the lens of political economy. This means examining games foremost as commodities, transactional goods through which various modes of economic life occur. This course is designed to introduce students to the structure and economics of the game industry since its emergence in the 1970s, particularly across the United States, China, and Japan. Special attention is brought to the dramatic industry changes catalyzed by digital distribution, mobile gaming, live streaming, and other contemporary developments.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1009 Psychoanalysis: Desire and Culture (4 Credits)***Typically offered Fall and Spring*

Explores the subject of desire in modern media and culture. Freud's ideas have had a profound influence on everything from the earliest manuals on public relations to the struggles of modern feminism. We will read a range of psychoanalytic theorists while studying how their insights have been put to work by both the culture industry and its critics.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1010 Censorship in American Culture (4 Credits)***Typically offered Fall and Spring*

This course explores debates about censorship from the late 19th century to the present, addressing domains of literature, film, theatre, art galleries, history museums, public sidewalks, lecture halls, and the Internet. Students gain an understanding of the historical contexts in which cultural and legal struggles over censorship have taken place, and bring that understanding to bear on contemporary debates about the arts, sexuality, national security, media technology, privacy, and government involvement in the marketplace of ideas and images.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1011 Media and Migration (4 Credits)***Typically offered not typically offered*

The course examines the role of media in the lives and cultures of transnational immigrant communities. Using a comparative framework and readings drawn from interdisciplinary sources, the course explores how media practices and media representations define and enable new conceptions and practices of national belonging, identity and culture in the context of global migration.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1012 Crime, Violence & Media (4 Credits)***Typically offered Spring*

The cultural context of crime in relation to conventions of news and entertainment in the mass media. Topics include competing theories of criminogenic behavior, news conventions and crime reporting, the aesthetics and representation of crime in the media, the role of place in crime stories, moral panics and fears, crime and consumer culture, and the social construction of different kinds of crimes and criminals.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1013 Political Communication (4 Credits)***Typically offered Fall and Spring*

This course focuses on the essentially communicative aspects of American government, including the preparation of candidates, the electoral process, political advertising and public relations. It also includes the use of strategic communication to influence political agendas, the formation of public policy, and the process of political debate.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1014 Mass Persuasion and Propaganda (4 Credits)***Typically offered Fall and Spring*

This course presents a critical analysis of the development, principles, strategies, media, techniques, and effects of propaganda campaigns from ancient civilizations to modern technological society. The course focuses on propaganda in the context of government, religion, revolution, war, politics, and advertising, and explores implications for the future of propaganda in the cybernetic age.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1015 Advertising and Consumer Society (4 Credits)***Typically offered Fall and Spring*

This course surveys the history of advertising, branding, and consumer culture in a US and global context. It examines the history of advertising media, consumer practices, the spaces of consumerism, the role that consumption plays in identity, and the environmental impact of consumerism as well as the impact of digital media, social media, and data gathering on the emergence of brand culture.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1016 Media Audiences (4 Credits)***Typically offered Fall and Spring*

An examination of the great debate concerning the effects of mass media and mass communication on our society. Analysis and application of major perspectives and approaches used in formulating modern theories of mass communication.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1019 Media & Identity (4 Credits)***Typically offered Fall and Spring*

This course examines the relationship between mediated forms of communications and the formation of identities, both individual and social. Attention paid to the way mediated forms of communication represent different social and cultural groupings, with a particular emphasis on gender, race, ethnicity, class and nationality.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1020 Business of Media (4 Credits)***Typically offered Fall and Spring*

This course provides an in-depth examination of the core economic conditions and various business models and practices that characterize the media industries. Special attention is paid to video and audio streaming, gaming, and social media platforms. This course is designed to track and assess current business trends and strategies in the US, as well as major markets and regions around the world.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No

MCC-UE 1022 Latino Media (4 Credits)*Typically offered not typically offered*

This course examines the production, representation and cultural meaning of Latino media in the U.S. Provides a general survey of Latino media in the U.S. with particular focus on the cultures of production of Spanish and English language television, radio, film, advertising, newspapers, magazines and internet-based media.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1024 Amateur Media (4 Credits)***Typically offered Fall*

This course tracks the various manifestations of media amateurism over time and medium, while also exploring theoretical concerns and cultural discourses that surround the work and social construction of amateurs, especially in relation to notions of professionalism, community, networks, artistic practice, collectivism, and marginalization.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1025 Race and Media (4 Credits)***Typically offered Fall and Spring*

Liberalism's founding principles of equality and opportunity have long been the subject of debate, national angst, and conflict. No more is this the case than when we talk about the issue of race. While biological notions of race have lost their scientific validity, race remains a salient issue as a social and political reality sustained through a wide variety of media forms. We examine how notions of race have been defined and shaped in and through these mediated forms, with special emphasis on the ways race is articulated in mass media and popular culture.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1026 Disability, Technology and media (4 Credits)***Typically offered Fall*

This course examines the significance of technology to the definition and experience of disability; the relationship between disability and new media; the politics of representation; and debates between disability studies and media studies. Topics include biomedical technology; "assistive technology"; cyborgs and prostheses as fact and metaphor; inclusive architecture and design; visual rhetorics of disability in film and photography; staring and other practices of looking; medical and counter-medical performance; media advocacy, tactical media, and direct action.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1028 Ethics and Media (4 Credits)***Typically offered not typically offered*

Students planning to pursue careers in media will be faced with choices that carry ethical repercussions. The purpose of this course is twofold: 1) to equip future media professionals with a sensitivity to ethics and skills in critical thinking and decision making so that they can navigate their roles and responsibilities; and 2) to give students the opportunity to hone these sensitivities and skills as consumers of media and citizens in a media saturated society.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1029 New Media Research Studio (4 Credits)***Typically offered Fall and Spring*

A project-based, research-intensive course that explores emerging practices and trends in new media with particular emphasis on interactive and immersive environments, such as social networking sites, multi-player online environments, the blogosphere, the open source movement, social activist groups, and internet-based art. Students engage in a semester-long participatory research project using collaborative web tools.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1030 Architecture as Media: (4 Credits)***Typically offered Spring*

This class reads architecture and the built environment through the lenses of media, communication, and culture, departing from the proposition that spaces communicate meaningfully and are in conversation with the social. From Gothic cathedrals to suburban shopping malls to homes, factories, skyscrapers and digital cities, students acquire a vocabulary for relating representations and practices, symbols and structures, and for identifying the ideological and aesthetic positions that produce settings for everyday life.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1031 Digital Media: Context and Practice (4 Credits)***Typically offered Fall and Spring*

This course introduces students to basic digital composition in the context of research and practice-based project development. Students explore practices in digital multimedia production, web design and development, digital imaging, sound and video editing applications, scripting in HTML and CSS, and the operation of production equipment. Students conduct fieldwork and site-specific ethnographic research on a significant issue in the local context and present their findings through the design of a web-based portfolio.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1032 Social Media Practicum (4 Credits)***Typically offered Fall and Spring*

In this workshop-based course, students will become well versed in contemporary debates on social media and its impact on self and society, share their own experiences and observations in this area, design an original research project (using methods such as discourse analysis, virtual ethnography, and interviewing), and write a long-form analysis paper.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1033 Critical Making (4 Credits)***Typically offered Spring*

Critical making is hands-on hardware practice as a form of reflection and analysis that draws on the literature of media studies and digital humanities. We turn to the physicality of computation and communications infrastructure, taking objects apart both literally and figuratively to understand how they work. In the process we learn to interpret and intervene in the material layer of digital technologies, using prototyping, reverse engineering, hardware hacking and circuit bending, design fiction, electronics fabrication, and other approaches.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No

MCC-UE 1034 Technology and Society (4 Credits)*Typically offered Fall and Spring*

An inquiry into the ways that technology – mechanical, electronic, analog, and digital – shapes and is shaped by cultural, political, and social values. Students become acquainted with key concepts and approaches to understanding the interplay of technology and society (e.g. technological determinism, social construction of technology, actor networks, affordances) and how these have been applied to such cases as the clock, the automobile, the assembly line, household technology, the telephone, and more recent communication technology.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1035 Forensic Media (4 Credits)**

What are the distinctions between facts, data, information, opinion, and understanding? Through what techniques of argumentation are these concepts discovered and/or achieved? Course introduces students to rhetoric—the art of persuasion. We explore techniques of rhetoric related to truth telling and opinion formation. We consider the significance of these activities to the city (polis) and matters held in common (res publica). Activities include participant observations of persuasion in courtroom settings. Optimal for students considering law careers.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1036 On The Phone: Telephone and Mobile Technology (4 Credits)***Typically offered not typically offered*

This course examines the convergence of different technologies and cultures in telephony since the 19th century. It surveys the development of the telephone, from its roots in telegraphy to radio and portable phones to mobile computing. It traces the history of 'telephonic principles' like interaction and universality; telephony in various social contexts; national and transnational telephone cultures; genres of text messaging; the relationship of communication technology to public, private, and virtual space; and appropriation of the medium for art and activism.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1037 Media and Music (4 Credits)***Typically offered Spring*

This course investigates the mediation of music & music-like sounds in both private & public life. Commercial venues, from restaurants to rest rooms, pipe Muzak into its spaces; radios broadcast more music than any other content today; soundtracks imprint the texture of signifying associations for television shows & films; we carry personal playlists on mobile music players; & musical media & technological, ideological & metaphysical dimension; as well as the relation of music to mass media (radio, television, the internet) & the film and music industries.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1038 Visual Cultures of the Modern and Global City (4 Credits)**

Examines visual culture of the city, from the dynamics of visuality in the 19th-century modern cityscape to the mega cities of globalization. It addresses the visual dynamics, infrastructure, architecture, public art and design imaginaries of urban spaces, taking New York City and Paris as primary case studies and including other cities from the 19th century to the present. The course will examine the politics of urban design, the city as a site of division, disaster, memory, and political activism. Meets Liberal Arts Core requirement for Societies and Soc Sciences.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1039 Platform Cultures (4 Credits)**

Platforms are instrumental in mediating a wide range of phenomena, including social interaction, economic transactions, resource access, information circulation, cultural experiences, and more. Their ubiquity in everyday life is documented in concepts of platformization and platform capitalism and an emerging discipline of platform studies. This course explores the metaphors, histories, logics, and materialities of platforms. Through lenses of media studies, political economy, and anthropology, students investigate the implications of platforms in contemporary life.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1040 Media and the Culture of Health and Disease (4 Credits)***Typically offered not typically offered*

Cultural meanings of health and disease are shaped not only by scientific and medical discourses but also by media and communication technologies. This course examines the role of media – from scientific instruments to public health campaigns to data visualization – in shaping what counts as normal and pathological; governmental logics of care, public understanding of biotechnology; and individual and collective contestations of biomedical knowledge. Readings are drawn from anthropology, history, science & technology studies, communication studies, and medical memoir.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1041 Resisting Dystopia (4 Credits)**

A deep sense of a descending dystopian future has become more pronounced with the global pandemic, economic shutdowns, and the rise of extremism and authoritarianism. Scholars, novelists, journalists, filmmakers, and activists around the world have been writing and speaking about political systems and leadership classes incapable of addressing such issues for decades. Students explore dystopia through literature, film, and scholarly works, and examine strategies for resisting dystopia. Students participate in a social action project and create video projects.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1042 Social Impact: Advertising for Social Good (4 Credits)**

Over the last decades, the field of social good advertising has rapidly expanded as brands seek social relevance, governments and nonprofits look to inform, and activists try to persuade. In this course, students learn to plan and execute powerful social advertising campaigns, while thinking critically about the blurred lines between advertising and information, and branding and politics, in what Sarah Banet-Weiser calls "Shopping for Change."

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1043 Queer and Trans Game Studies (4 Credits)**

This course examines the political movement of queer and transgender artists and programmers who are creating games and computational media. Throughout the semester, we read work by queer, trans, and feminist scholars and designers and play the games they created in order to situate today's queer and trans games movement within the histories, contributions, and politics of queer and trans people and people of color. How might we re-imagine the radical potentiality of video games and software by centering game studies on queer and trans life, history, and politics?

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No

MCC-UE 1044 Black Screen Cultures (4 Credits)

The course considers the global circulation of Black culture(s) via diasporic (US/Caribbean, African, Afro-pean, Afro-Asian) cultural forms, including painting, lithography, photography, cinema, anime, and the discursive habits of cyberspace. Screenings of photography, television, music videos, cartoons allow students to reflect on Black aesthetic traditions and media practices as a way of engaging a civil society structured by racial antagonism. Readings draw on African art history, audio and film culture studies, psychoanalysis, critical theory and ethnic studies

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1045 Queer Film and TV (4 Credits)

The course explores queer and transgender identity through the lens of film and visual media. Through readings, films, and assignments, students investigate key historical moments of queer representation across a range of aesthetic genres, including Hollywood films, television, documentary, and New Queer Cinema, with emphasis on the American cultural context. Using key tools and insights from queer theory, we "read" these works as cultural texts that shed light on the ongoing struggle over gender representation, identity, and appropriate sexual behaviors.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1050 Social Impact (4 Credits)

In these courses, students learn to plan and execute successful strategies for socially conscious branding, advertising, and marketing campaigns by cause marketers, grassroots organizations, nonprofits, government agencies, and NGOs, while thinking critically about the blurred lines between profit-seeking and propaganda, persuasion and activism. Subtopic courses focus on such topics as cause marketing, socially responsible branding, advertising campaigns for social impact, and governmental propaganda for social good.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1051 Social Impact: Advertising for Social Good (4 Credits)

With the COVID-19 pandemic and the rise of social movements like Black Lives Matter and #metoo, the field of social good advertising has rapidly expanded as brands seek social relevance, governments and nonprofits look to inform, and activists try to persuade. In this course, students will learn to plan and execute powerful social advertising campaigns, while thinking critically about the blurred lines between advertising and information, and branding and politics, in what Sarah Banet-Weiser calls "Shopping for Change."

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1052 Social Impact: Copywriting & Content Strategy (4 Credits)

This course teaches students to research, plan, and craft social impact messages for audio, digital, social and email, mobile and experiential platforms. The goal is not only to become better copywriters and content strategists, but to critically deconstruct and examine methods of persuasion used by advertisers and marketers. Through weekly readings and class discussions, we'll explore the benefits and risks of persuasive communication and models for creating ethical and engaging social messages.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1053 Social Impact: Artistic Activism (4 Credits)

Throughout history, effective activists have utilized the affective power of arts to win campaigns for social change. The goal of this participatory and discussion-oriented interdisciplinary seminar is to develop a theoretical and practical understanding of this "artistic activism." Informed by scholarly writings as well as current and historical case studies from around the world, students put theory into practice as they develop their own artistic activist interventions.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1054 Social Impact: Research and Creative Strategy (4 Credits)

The field of social good advertising is rapidly expanding, causing social service organizations to produce large amounts of content across multiple media platforms. But in order to engage and activate their audiences, nonprofits, government organizations and activists must understand the science of what makes people care and develop strategies that can drive action. This course teaches students how to conduct "just enough research" into relevant social sciences and craft creative strategies for what FDR coined "Art for the public good."

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1065 Media Events and Spectacles (4 Credits)

Typically offered Fall and Spring

This course examines the role played by media events & spectacle in the shaping of belief, attitudes, & actions, with particular attention paid to the concept of the masses & its changed meaning over time. The course examines concepts of mass culture, the decentralization of cultural forms, & the rise of convergence culture. It explores the history of the media event & the theories that have shaped it, & the role of spectacle in society from the Renaissance to modern society to the age of digital media.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1100 Internship (1-4 Credits)

Typically offered Fall, Spring, and Summer terms

The internship program promotes the integration of academic theory with practical experience. Internships expand student understanding of the dynamics of the ever-changing field of communication.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: Yes

MCC-UE 1105 The Psychic Life of Media (4 Credits)

This seminar develops themes addressed in MCC-UE 1009

Psychoanalysis: Desire and Culture. The course expands and deepens understanding of core Freudian and post-Freudian concepts via texts by Melanie Klein, W.R. Bion, Jacques Lacan, Jean Laplanche, and others. Students consider these texts alongside a series of media-cultural artifacts selected for study by seminar participants.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1107 Game Studies (4 Credits)*Typically offered Fall*

This course seminar gives students a grounded understanding of game criticism, game mechanics and design, and the game industry. By reading and discussing texts from many of the formative debates and topics in the field of game studies, students are equipped with concepts and methodological approaches that help them to understand games as affectively productive media technologies embedded within concrete historical, cultural, and institutional contexts. We will discuss topics including games and embodiment, race, gender, empire, the military, economics, and addiction.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1140 Projecting History (4 Credits)***Typically offered Spring*

This course explores the ways in which popular film, TV, and video cultures construct the historical past, the battles that arise among historians and the public over film versions of history, and how such films can be utilized as historical documents themselves. We consider films, TV, and video as products of the culture industry; as visions of popular history and national mythology; as evidence for how social conflicts have been depicted; and as evidence for how interpretations of the past have been revised from earlier eras to the present.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1141 Hollywood Films and American Life (4 Credits)***Typically offered not typically offered*

This course examines the vast, rich, myth-making power of Hollywood film narratives and how they reflect and influence dominant cultural views of American identity. Students view films that explore problems and promises of American culture and society such as equality, democracy, justice, class, gender, sexual orientation, and race/ethnicity. Students analyze films while considering the work of historians, sociologists, film critics, media studies scholars, anthropologists and journalists. Assignments include creating a short film.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1142 Critical Video: Theory & Practice (4 Credits)**

This course introduces students to critical video—the use of documentary, ethnographic, and research-based video to investigate and critique contemporary culture. Students gain a theoretical overview of documentary video, a set of conceptual tools to analyze video, and an introduction to the practice of video production for small and mobile screens. Students apply texts on video's history, culture, and distribution, as well as the ethical challenges of video production, to their own, research-based video project. No prior experience required.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1151 Media History of NY (4 Credits)***Typically offered Fall and Spring*

New York has played a crucial role in the history of media, and media have placed a crucial role in the history of New York. Media institutions have contributed centrally to its economy and social fabric, while media geographies have shaped the experiences of city living. This course explores media representations, institutions, and geographies across time and is organized around the collaborative production of an online guidebook to the media history of New York.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1152 Cultural Capital: Media and Arts in New York City (4 Credits)***Typically offered Summer term*

This course explores New York City as a cultural and economic hub for media and the arts, arguably the cultural capital of the world. Classroom work is supplemented by site visits, guest lectures, and field research to explore the ways that media and the arts have shaped work and leisure in NYC life in the past century. Topics include: Time Square and live spectacle, the Broadway theatre, Madison Ave and modern advertising, the museum of New York, galleries, artists, and the art market, the Harlem Renaissance, alternative media and Bohemian arts.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1154 Advanced Coding Workshop (4 Credits)**

Project-based course designed to guide students through three advanced projects: data visualization with APIs, games that communicate specific experiences, and cooperative networked interactions where two users work together to achieve a common goal. Each project is split into 3-4 weeks, so students have ample time to thoughtfully design a program, think through the technical architecture, develop it, and iterate based on in-class feedback.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1162 Cultural Capital: Food & Media in NYC (4 Credits)***Typically offered Summer term*

This course explores New York City as a cultural and economic hub for food and media, where food shapes communities and social and cultural identities. Media of all types fuel and shape our connections to food. Tastes are defined; diets and food habits are promoted and demoted; food fortunes and food celebrities are made. Topics include: Food-related publishing and broadcasting; green markets, food trucks, systems of supply and distribution; marketing; diversity, fusion, and identity. Classroom work is supplemented by site visits, guest lectures, and field research.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1170 History of Computing (4 Credits)**

This course focuses on specific time periods, technological developments and cultural contexts relevant to understanding the development of digital computing technology over the course of the 20th century and into the 21st. This course familiarizes students with the social forces and techno-cultural innovations that shaped the computing industry. Specific themes may include: personal computing; Cold War computing; computing and globalization; the quantified self; computational aesthetics; artificial intelligence and machine learning; computing and gender.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1171 History of Computing (4 Credits)**

This course focuses on technological developments and cultural contexts relevant to understanding the development of digital computing technology. The course familiarizes students with the social forces and technocultural innovations that shaped the personal computing industry, and uses primary documents, academic history and critical theory to contextualize and problematize popular frameworks of technological progress and challenge narratives of computing's inevitability.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No

MCC-UE 1199 Digital and Computational Media Workshop (1-4 Credits)*Typically offered Fall and Spring*

Production-based course designed as a structured classroom environment for hands-on, critical inquiry. Students receive research guidance, feedback and support for individually designed and executed digital media/computational projects. May be taken in conjunction with another MCC course or as a stand-alone course in which students develop an independent project that may be an outgrowth of a previous MCC course. Open to graduate students by permission of the instructor.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** Yes**MCC-UE 1200 Inquiry Seminar (4 Credits)***Typically offered all terms*

MCC Research Inquiry Seminars, taken early in the major, expose students to the department's culture of scholarly inquiry. Course topics reflect faculty research interests, offering students a chance to explore emerging issues in the field of media studies.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1210 Senior Honors in Media, Culture & Communication (2 Credits)***Typically offered Fall*

Seminar for students who have been approved by the department to pursue honors in the major. Extended primary research in Media Studies, focusing on the development and workshopping of individual research projects. Students enroll concurrently in two credits of independent study under the direction of a faculty honors sponsor, as outlined in departmental guidelines.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1220 Global Media Capstone (4 Credits)**

Specifically for students in the Global Media Scholars program, this course is the required culminating experience taken in the senior year, alongside a travel component during the January term. Course topics reflect faculty research interests, offering students a chance to explore emerging issues in the field of media studies, and are site-specific based on the country chosen for January travel.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1300 Media and Globalization (4 Credits)***Typically offered Fall and Spring*

This course examines the broad range of activities associated with the globalization of media production, distribution, and reception. Issues include: the relationship between local and national identities and the emergence of a 'global culture' and the impact of technological innovations on the media themselves and their use and reception in a variety of settings.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1302 Global Television (4 Credits)***Typically offered Fall*

This course introduces students to theories of global television studies, the reception of American media abroad, & several case studies of television from around the world. Students will learn about the challenges & rewards of studying global television, both of which revolve around how to study television programming & the television industry across cultures & across languages.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1303 Privacy and Media (4 Credits)***Typically offered Fall and Spring*

This course presents an inquiry into the impact of information and digital communications technologies upon privacy and its meanings, with emphasis on technology's place in society and the complex ways that technology and privacy each shape the other in interactive cycles of cause and effect. Philosophical analysis is balanced with significant contributions by legal scholars, computer scientists, social scientists, and popular social critics.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1304 Global Media and International Law (4 Credits)***Typically offered Fall and Spring*

This course examines public policy issues and institutions of media governance at the international level. It provides an historical overview of the various institutions and actors involved in global media governance, and assesses the various principles and practices that constitute the regime of global media governance, including regulation of broadcasting, telecommunications, the Internet, and trade in media products. Special attention paid to current and emerging debates.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1306 Global Media Flows (4 Credits)***Typically offered Fall and Spring*

This class examines how televised media genres travel and circulate in specific historical, political and social conditions of consumption. We examine the battle for national, regional, and global media markets as a struggle for the 'legitimate' cultural and political view of the world expressed through information (news), scientific discourse (documentaries), and popular culture (films, soap operas, reality television, music) to understand the complex global flow of television programs and films.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1310 Culture & Media in Urban China (4 Credits)***Typically offered not typically offered*

What does it mean to be "urban" in China & how is Chinese urbanism mediated by new cultural formations? In this course we examine the culture and media that define city life in China, including state and popular media, television and film, music, fashion, verbal art and literature, and visual art. We focus on the period from the building booms of the mid-to-late nineties to the present. Students work in teams to make presentations, use primary sources (in translation) and secondary sources to write individual essays.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1339 Theory of the Digital (4 Credits)**

The term "digital" has gained strong conceptual purchase and political urgency in recent decades. This course introduces students to the different ways scholars have theorized digitality and associated phenomena such as computing, code, information, cybernetics, networks, and the virtual. Drawing on classic and contemporary texts in philosophy, history of science, political economy, and critical digital studies, we explore how digital modes of rationality at once enliven and constrain human experience, creativity, social life, and political structures.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No

MCC-UE 1341 Middle East Media (4 Credits)*Typically offered Spring*

This course examines contemporary media in (primarily Arab parts of) the Middle East and media about the Middle East, and Islam within the U.S. it analyzes the role played by these media in representing and reproducing the perceived rift between Islam and the West. Readings and media examples focus on the politics of culture, religion, modernity, and national identity as they shape and intersect with contemporary geopolitical events, cultural formations, and media globalization.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1342 Sounds In and Out of Africa (4 Credits)***Typically offered not typically offered*

This course investigates cultural influence and exchange among Africa, the African diaspora, Europe, and America with a particular emphasis on sound and music. How has the sound of Africa been transcribed, recorded, stored, transported, and represented in the West? What can this tell us about global cultural flows? How do specific recording techniques articulate with global music markets? The course evaluates the politics of transcription, ethnographic description, and recording; and examines the changing role for traditional African music in a global world.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1345 Fashion and Power (4 Credits)***Typically offered Fall, Spring, and Summer terms*

This course examines fashion as a form of communication and culture. We examine how fashion makes meaning and how it has been valued through history, popular culture and media institutions, focusing on the relationship between fashion, visual self-presentation, and power. The course situated fashion both in terms of its production and consumption, addressing its role in identity and body politics (gender, race, sexuality, class), art and status, nationhood and the global economy, celebrity and Hollywood culture, youth cultures and subversive practices.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1346 Fame (4 Credits)***Typically offered Fall and Spring*

Fame, notoriety, renown – the desire to be recognized and immortalized – is the most enduring and perhaps most desirable form of power.

Culture, commerce, politics, and religion all proffer promises of fame – whether for fifteen minutes or fifteen centuries. What is fame?

Why do people want it? How do they get it? What can they do with it?

Drawing on texts from history, ethnography, theory, literature, philosophy, and contemporary media, this course reflects on the ethics, erotics, pragmatics and pathologies of fame.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1347 Cultural History of The Screen: (4 Credits)***Typically offered not typically offered*

Whether large, small, wide, high-definition, public, personal, shared, or handheld, screens are one of the most pervasive technologies in everyday life. From spaces of work to spaces of leisure, screens are sites for collaboration, performance, surveillance, and resistance. This course traces the cultural history of screens through a range of forms – from panorama to cinema, radar system to television, and terminal to mobile device – to understand the development of the screen as simultaneously architectural, material, representational, and computational.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1349 Data and Society (4 Credits)***Typically offered not typically offered*

Data is often considered the domain of scientists and statisticians, but its increasing dominance across nearly all aspects of life – from political and advertising campaigns to social media, dating, education, and public health – has social, political, and ethical consequences, presenting both new possibilities and new hazards. In this course we think critically about how collecting, aggregating, and analyzing data affects individual and social life, with a focus on the ways in which it reproduces and creates new structural inequalities and power asymmetries.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1351 War as Media (4 Credits)***Typically offered Fall and Spring*

This course examines the proposition that contemporary war should be understood as media. War has become mediated and media has been militarized. This course treats war and political violence as communicative acts and technologies and focuses on how they shape our understanding and experience of landscape, vision, body, time and memory.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1352 Revolution and Media (4 Credits)***Typically offered not typically offered*

This course examines the role of media in the history of empires and revolutions and the history of media empires. It focuses on the investment in media forces by both empires and revolutions, and the tendency of media to form empires that are subject to periodic 'revolution' in the marketplace with the contexts of colonization, decolonization and globalization.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1401 Global Cult/Identities (4 Credits)***Typically offered Fall and Spring*

This course examines globalization as it is inscribed in everyday practices through the transnational traffic of persons, cultural artifacts and ideas. The course will focus on issues of transnational mobility, modernity, the local/global divide and pay specific attention to how categories of race, gender and ethnicity intersect with transnational change.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1402 Marxism and Culture (4 Credits)***Typically offered Fall and Spring*

Explores the various political and philosophical debates within western Marxism. Pays particular attention to the influence of the cultural turn in twentieth century Marxist thought on feminism, postcolonialism, and theories of mediation. Themes include: the commodity, alienation and reification, surplus value, culture, ideology, hegemony and subjectivity.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No

MCC-UE 1403 Postcolonial Visual Culture (4 Credits)*Typically offered Fall and Spring*

This class addresses how colonialism and postcolonialism are shaped and mediated through images and the gaze. The dynamics of colonial history motivate and shape colonial and postcolonial perceptions and influence their patterns of global circulation when the boundary between the world out there and the nation at home is increasingly blurred. Course surveys a range of image texts through various media (photography, television, cinema) and sites (war, the harem, refugee camps, prisons, disasters); nationalist mobilization, counter-insurgency, urban conflict, disaster management, the prison system, and the war on terror.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1404 Media and Culture of Money (4 Credits)***Typically offered Spring*

Departing from the premise that money and finance are not simply a system but also a culture, this class considers how money, finance, and economics are shaped in part through media representations. We examine historical ways of thinking about money, the centrality of financial markets in 20th-21st century globalization, and the examination of financial systems in the wake of the 2008 financial meltdown. Students explore the role of money media in shaping attitudes toward consumerism, financial decisions, and finance systems.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1405 Copyright, Commerce and Culture (4 Credits)***Typically offered Fall and Spring*

Examines the basic tenets and operative principles of the global copyright system. Considers the ways in which media industries, artists, and consumers interact with the copyright system and assesses how well it serves its stated purposes: to encourage art and creativity. Special emphasis on the social, cultural, legal, and political issues that have arisen in recent years as a result of new communicative technologies.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1407 Gender, Sex and The Global (4 Credits)***Typically offered not typically offered*

This course examines how globalization impacts the construction of gender and sexuality. Through discussions of contemporary issues in various global sites, the course addresses the politics of gender as it is shaped by trans-border flows of media, people and cultural products.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1408 Queer and Trans Identity (4 Credits)***Typically offered Fall and Spring*

In this course, we explore queer and transgender identity through practice, theory, and politics. Approaching media from queer, trans, and intersectional lenses can inform the way we understand the circulation of power around media technologies, and enable us to better understand their histories and cultural contexts. Our approach is grounded in theories, case studies, and readings from communication and media studies. Students are equipped to bring tools from queer theory & trans studies to their everyday encounters with media, technology, and culture.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1409 Consumption, Culture and Identity (4 Credits)***Typically offered Fall and Spring*

This course offers students the opportunity to engage with theories of communication & culture through the context of consumption & contemporary consumer society. Our focus will be on the role of commodities & consumer practices in everyday life & in culture at large. We will give particular attention to consumption's role in the construction of social & cultural identities. Students will consider critical responses to consumer culture, including the resistance & refusal of consumption as well as the attempted mobilization of consumption toward social change.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1411 Visual Culture of Medicine and Technology (4 Credits)***Typically offered not typically offered*

This course examines the role of visuality in the construction of scientific knowledge, artistic renditions of science, and the modern emergence of visual technologies. Imagery has been key to the exercise of power through such practices as cataloging and identification; the designation of abnormality, disease, and pathologies; medical diagnosis; scientific experimentation; and the marketing of science and medicine. We will examine visual technologies in domains of psychiatry and criminology, eugenics, genetics, pharmacology, and scientific activism.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1412 Introduction to Visual Culture (4 Credits)***Typically offered Fall and Spring*

This course covers key issues, theories, and concepts in the field of visual culture, focusing on the social role of images and visuality (the power relations of looking, being seen and unseen). Topics include modern forms of visuality and visual technologies, concepts of spectacle, museums and image collections, image icons, taboo images, how images relate to memory, how images circulate through various social arenas such as art, advertising, popular culture, comic books, news, science, entertainment media, video games, theme parks, architecture, and design.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1413 Cultural Memory (4 Credits)***Typically offered not typically offered*

This course examines how cultural memory is enacted through visual culture in a comparative global context. It looks at the rise of a memory culture over the last few decades, in particular in the United States, Europe & Latin America, & how this engagement with memory demonstrates how the politics of memory can reveal aspects of nationalism & national identity, ethnic conflict & strife, the legacies of state terrorism, & the deployment of memory as a means for further continued conflict.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1417 Media Industry Alumni Masterclass (2 Credits)***Typically offered Fall of even numbered years*

This class is designed to equip MCC students with the ability to translate their academic background in media and cultural analysis into a career working within a facet of the media industry and to expose them to the latest industry practices from a master media practitioner. Students are guided by an alumni instructor to make connections between their academic coursework and current industry practice with the goal to help them understand the media industry application of their intellectual studies. Industry focus is dependent on alumni instructor's expertise.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** Yes

MCC-UE 1423 AI & Society (4 Credits)

This seminar helps students both within and outside core technical research communities to develop a grounded understanding of artificial intelligence (AI) and machine learning (ML) systems. Drawing primarily from the interdisciplinary field of Science & Technology Studies (STS), students learn to look beyond the current hype of AI and engage with it as a distributed infrastructure of humans, machines, institutions, regulations, practices, and ideologies. This is a seminar-style class that prioritizes discussion over lectures.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1508 Print, Typography and Form (4 Credits)

Typically offered Fall and Spring

An overview of the history and cultures of print. Examines typography communication and the persuasive power of print. Topics include print 'revolution' in early modern Europe, printedness and the public sphere, as well as contemporary relationships between print and digital media. How are digital media making it possible to see new things about print? What can e-books tell us about books?

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1517 Photography and The Visual Archive (4 Credits)

Typically offered Fall and Spring

This course examines the role and history of photography within the historical landscape of media and communication. Special emphasis on the accumulative meaning of visual archives, tracing how images reconfigure and establish cultural territories across a variety of texts and media. Investigates and contrasts the mimetic visual strategies within western and nonwestern traditions, looking at historical and contemporary images in a variety of forms.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1571 Rise of Internet Media (4 Credits)

Typically offered Spring

This course examines the emergence of the Internet as a commercial business. It pays particular attention to the various business models and practices employed in media-related enterprises, tracing their development from the late 1990s to the most recent strategies and trends. Case studies include the Internet Service Providers (ISPs), portals, search engines, early game platforms, the Internet presence of traditional media organizations, and social network platforms.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1585 Creative Coding (4 Credits)

Typically offered Spring

This is a practice-based course designed to teach basic programming skills in the context of critical and cultural media studies and digital humanities. Requires no prior programming experience, simply a willingness to explore code at a more technical level with the aim of using computation as an expressive, analytical, critical and visualizing medium. Students learn basic coding techniques such as variables, loops, graphics, and networking, all within a larger conversation on the social, cultural, and historical nature of code and coding practices.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1700 Communicating Gender and Identity (4 Credits)

Typically offered Fall, Spring, and Summer terms

This course explores the ways people create, maintain, and augment the meaning of gender, developing insight into understanding gender ideology and the media representation of gender. The course examines how ideas about gender shape our communication practices, and how our practices of communication produce gender.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1717 Listening: Noise, Sound and Music (4 Credits)

Typically offered Fall and Spring

This course examines theories, technologies, and practices of listening in the modern world. How has our experience of sound changed as we move from the piano to the personal computer, from the phonoautograph to the mp3? How have political, commercial, and cultural forces shaped what we are able to listen to, and how we listen to it? Finally, how have performers, physiologists, and philosophers worked to understand this radical transformation of the senses?

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1740 Interviewing Strategies (2 Credits)

Typically offered Fall and Spring

This course focuses on the principles and practices of successful interviewing techniques. Students are provided with background on the structure of an interview and learn how to analyze success and/or potential problems. Review of case studies and practice in holding interviews enables students to gain experience and to improve their own abilities.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1745 Organizational Comm (4 Credits)

Typically offered Spring

This course is designed especially for students entering business, health care, and educational settings who are assuming or aspiring to positions of leadership. Through case studies and class discussion, course work focuses on strengthening communication competency in presentation skills, persuasive ability (i.e., marketing and sales), leadership in meetings, and problem-solving skills.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1750 Rethinking Public Relations (4 Credits)

Typically offered all terms

Public relations means different things to different things to different people but it has one undeniable element: communication. This course is concerned with arranging, handling, and evaluating public relations programs. Students work with actual case histories and deal with contemporary topics such as the use of the computer in public relations.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1755 Public Relations: Principles and Practices (4 Credits)

Typically offered Fall and Spring

This course focuses on techniques of communication in public relations including creation of press releases, press packets and kits, and developing public relations campaigns.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 1760 Innovations in Marketing (4 Credits)*Typically offered Fall and Spring*

This course is an analysis of changing trends in marketing ranging from corporate social responsibility to guerrilla and viral marketing. Discussion of theoretical concepts are applied through fieldwork and project-based learning. Guest lectures on emerging topics are featured.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** Yes**MCC-UE 1762 Cultural Geography of Commodities: Coffee (4 Credits)***Typically offered Fall*

This course will investigate the cultural geography of a specific commodity, assessing historical & contemporary issues that inform modes of production & development of international or domestic trade. The subtopic may vary. Students will work as a team to produce a project that analyzes the intricacies of the commodity—in this case, coffee. The course will include on-the-ground research and site visits.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1775 Advertising & Marketing (4 Credits)***Typically offered Fall and Spring*

An introduction to the professions of marketing, promotion, and advertising, with an emphasis on industry structure, branding, integrated marketing communication, effective techniques, and changing communication strategies.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1780 Advertising Campaigns in Context (4 Credits)***Typically offered Fall and Spring*

This course teaches students who have a basic understanding of advertising techniques how to develop a complete advertising campaign across a range of media for a product, service or nonprofit organization.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1800 Political Rhetoric (4 Credits)***Typically offered Fall and Spring*

Looking at the rhetoric of public relations we examine the principles and assumptions in the process of analyzing the process of political campaigns. Focuses on an analysis of what is reported to the mass media and how the 'gatekeepers' (reporters, editors and producers) of news filter the messages. Also, discussion on how public relations participates in the creation of viewpoints that eventually become well established and widely held.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1805 Public Speaking (4 Credits)***Typically offered Fall, Spring, and Summer terms*

Analysis of the problems of speaking to groups and practice in preparing and presenting speeches for various purposes and occasions. Hours are arranged for student evaluation and practice.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1808 Persuasion (4 Credits)***Typically offered Fall and Spring*

Analysis of factors inherent in the persuasive process, examination and application of these factors in presentations. Hours are arranged for student evaluation and practice.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1826 Media Activism & Social Movements (4 Credits)***Typically offered Fall and Spring*

This interactive, discussion-oriented course addresses the politics and tactics underlying five broad categories of media activism: media interventions at the levels of representation, labor relations, policy, strategic communication, and "alternative" media making. The course surveys the existing scholarship on media activism, and undertakes close analyses of actual activist practices within both old and new media.

We examine a wide-range of digital media as well as local, national, and global media activist institutions.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1830 Interpersonal Comm (4 Credits)***Typically offered Fall and Spring*

The application of various systems of communication analysis to specific behavioral situations. Through the case-study method, students apply communication theories and models to practical, everyday situations.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 1835 Argumentation and Debate (4 Credits)***Typically offered Fall and Spring*

An examination of the art of debate using current issues of public policy & social justice. Students will learn the skills of critical thinking, evidence evaluation & persuasion. Hours are arranged for fieldwork & student evaluation.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 9001 Introduction to Media Studies (4 Credits)**

Introduces students to the study of media, culture, and communication. The course surveys models, theories, and analytical perspectives that form the basis of study in the major. Topics include dialogue, discourse, mass and interpersonal communication, political economy, language, subject-formation, critical theory, experience, and reception. Liberal Arts Core/CORE Equivalent for Societies and the Social Sciences.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 9003 History of Media and Comm (4 Credits)**

This course introduces students to key concepts in the history of media and communication, and to the stakes of historical inquiry. Rather than tracing a necessarily selective historical arc from alphabet to Internet or from cave painting to coding, the course is organized around an exploration of case studies in context. Liberal Arts Core/CORE Equivalent for Societies and the Social Sciences.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 9006 Television: History and Form (4 Credits)**

An exploration of television as a medium of information, conveyor and creator of culture and a form of aesthetic expression. Course examines the historical development of television as both a cultural product and industry.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No

MCC-UE 9008 Video Game Economies (4 Credits)

The course approaches video games through the lens of political economy. This means examining games foremost as commodities, transactional goods through which various modes of economic life occur. This course is designed to introduce students to the structure and economics of the game industry since its emergence in the 1970s, particularly across the United States, China, and Japan. Special attention is brought to the dramatic industry changes catalyzed by digital distribution, mobile gaming, live streaming, and other contemporary developments.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 9013 Political Communication (4 Credits)

Typically offered Fall

This course focuses on the essentially communicative aspects of American government, including the preparation of candidates, the electoral process, political advertising and public relations. It also includes the use of strategic communication to influence political agendas, the formation of public policy, and the process of political debate.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 9014 Methods in Media Studies (4 Credits)

Introduces students to methods for analyzing the content, structure, production, and context of media in society, including textual analysis, political economy, archival research, and ethnography. As students employ these frameworks in their own analyses of mediated communication, they build media-specific projects using image-editing, visualization, and web-based archival technologies.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 9015 Advertising and Consumer Society (4 Credits)

This course will examine the emergence of advertising as a form of communication, its influence upon other forms of mediated communication and its impact upon culture and society.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 9016 Media Audiences (4 Credits)

An examination of the great debate concerning the effects of mass media and mass communication on our society. Analysis and application of major perspectives and approaches used in formulating modern theories of mass communication.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 9027 Media and the Environment (4 Credits)

The course investigates dominant critical perspectives within the field of Environmental Communication, the premise of which is that the way we communicate powerfully impacts our perceptions of the "natural" world, and that these perceptions shape the way we define our relationships to nature. We access various conceptual frameworks for addressing questions of environment, culture, and communication. Students explore topics such as nature/wildlife tourism, consumerism, representations of the environment in popular culture, and environmental activism.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 9032 Social Media Practicum (4 Credits)

In this workshop-based course, students will become well versed in contemporary debates on social media and its impact on self and society, share their own experiences and observations in this area, design an original research project (using methods such as discourse analysis, virtual ethnography, and interviewing), and write a long-form analysis paper.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 9111 Journalism and Society: Leaks and Whistleblowers (4 Credits)

This class analyzes the role of media concentration and technological innovation as twin driving forces in the inception of the "big leak era" in media in recent years. We study the consequences of media leaks from three angles: (i) the legal consequences for whistleblowers; (ii) the resulting birth of global networks and partnerships that expose technical, cultural and economic limitations in the traditional media; and (iii) the geopolitical implications, as a breach in one government's security apparatus is a victory for that government's opponents.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 9121 Tango and Mass Culture (4 Credits)

This course explores Tango as an aesthetic, social, political, and cultural formation in Argentina and Latin America. During the rapid modernization of the 1920s and 1930s, Tango, formerly seen as primitive and exotic, emerged as a kind of modern art form and quickly came to occupy a central space in nationalist discourse. The course explores how perceptions of primitive and modern converge in this unique and exciting art, and considers tango as a global metaphor with connections to urban poverty, social marginalization, and masculine authority.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 9122 Black Lives Writing Washington, DC (4 Credits)

This course surveys African-American history and literature from 1845 to the present, from Frederick Douglass and the Harlem Renaissance writers that originate from Howard University (Zora Hurston and Alain Locke). The course examines issues of race and caste from Ta-Nehisi Coates' memoir Between the World and Me. The course uses the location of Washington, DC as a resource, visiting the Frederick Douglass National Historic Site, Howard University, the National Museum of African-American Culture and History, and the Martin Luther King Memorial Site.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 9345 Fashion and Power (4 Credits)

This course examines fashion both from its diffusion in a globalized society, and as a form of communication and culture. We will examine how fashion has been valued through social sciences - history and sociology on the one hand, and economy on the other hand, from its production to its consumption. The course will address fashion in terms of issues of consumerism and sustainability in a post-industrialized society.

Grading: Ugrd Steinhardt Graded

Repeatable for additional credit: No

MCC-UE 9346 Fame (4 Credits)*Typically offered Spring*

Fame, notoriety, renown – the desire to be recognized and immortalized – is the most enduring and perhaps most desirable form of power. Culture, commerce, politics, and religion all proffer promises of fame – whether for fifteen minutes or fifteen centuries. What is fame? Why do people want it? How do they get it? What can they do with it? Drawing on texts from history, ethnography, theory, literature, philosophy, and contemporary media, this course reflects on the ethics, erotics, pragmatics and pathologies of fame.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 9403 Postcolonial Visual Culture (4 Credits)***Typically offered Fall*

This class addresses how colonialism and postcolonialism are shaped and mediated through images. The course surveys a range of media (photography, television, cinema) and sites (war, the harem, refugee camps, prisons, disasters); nationalist mobilization, counter-insurgency, urban conflict, disaster management, the prison system, and the war on terror.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 9405 Copyright, Commerce and Culture (4 Credits)**

Examines the basic tenets and operative principles of the global copyright system. Considers the ways in which media industries, artists, and consumers interact with the copyright system and assesses how well it serves its stated purposes: to encourage art and creativity. Special emphasis on the social, cultural, legal, and political issues that have arisen in recent years as a result of new communicative technologies.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 9452 Global Media Seminar: Media Activism and Democracy (4 Credits)**

The course on "Media, Activism & Democracy" aims at, first, introducing students to the complex and fascinating topic of civil society activism; second, at illustrating them the linkages between activism and media; third, at showing them the impact of civil society's advocacy on contemporary political systems. In a nutshell, the course aims at providing students with a closer understanding of the civil society activism-media-politics conundrums at the national and global levels.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 9453 Global Media Seminar: East-Central Europe (4 Credits)**

The course addresses issues and perspectives in global communication, a rapidly evolving field. Students critically assess shifts in national, regional, and international media patterns of production, distribution, and consumption over time, and critically analyze the tumultuous contemporary global communication environment. Topics include national and global media consolidation, cultural implications of globalization, international broadcasting, information flows, law and regulation, and emerging technologies. The focus of the course is international.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 9454 Global Media Seminar: Media & Cultural Globalization in France (4 Credits)**

The course introduces students to the basic structures and practices of media in Europe and their relationship to everyday social life. Specific case studies highlight current trends in the production, distribution, consumption, and regulation of media. Topics include: national and regional idioms in a range of media genres, from entertainment to advertising and publicity, to news and information; legal norms regarding content and freedom of expression; pirate and independent media; and innovations and emerging practices in digital media.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 9455 Global Media Seminar: Latin America (4 Credits)**

The course acquaints students with Latin American theories, practices, and representations of the media. Departing from a critical approach to Habermas's theory of the public sphere, the course traces the arc of the media in Latin America from independence to the post-neoliberal era and the so-called "Media Wars." Students engage in current incendiary debates about the role of the media, the new media law, and the complex relationship between the media, politics and the state.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 9456 Global Media Seminar: Sydney, Australia (4 Credits)**

This seminar addresses global media developments in the context of key theoretical frameworks. Topics include: the disruption of information flows; challenges to democracy; distrust in journalism; the rise of social platforms; gender and diversity biases; ethics and regulation; fake news and deep fakes; the erosion of privacy; citizen journalism; cancel culture; hacktivism and digital activism; #metoo and #blacklivesmatter; the metaverse and VR/AR; Web 3.0 and blockchain; and generative AI. The focus is international, with an emphasis on Australia.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No**MCC-UE 9457 Global Media Seminar: Britain and Europe (4 Credits)**

With an emphasis on British and European news and journalism, this course explores globalization from a wide range of theoretical frameworks including political economy, cultural analysis, theories of representation, and critical race and postcolonial studies. It considers how technologies, diasporic and transnational communities, and international institutions impact global communications, and how these networks and organizations are challenging, re-imagining and re-shaping social, cultural and geographic boundaries via mediated discourse.

Grading: Ugrd Steinhardt Graded**Repeatable for additional credit:** No