Media Studies

Bachelor of Arts (BA)

The Media Studies major is an undergraduate interdisciplinary group major in the Office of Undergraduate and Interdisciplinary Studies in the Division of Undergraduate Studies in the College of Letters and Science. It applies a range of disciplines in the social sciences and humanities to the understanding of contemporary mass media, their structure, history, content, consequences, and policy implications. The emphasis in the UC Berkeley program is not on media production but rather on the central role that media plays in modern society with special emphasis on political and cultural life.

The program is not a preprofessional course of study but a liberal arts discipline that wedds traditions from communication, anthropology, sociology, political science, and journalism with contemporary critical and cultural studies theory to analyze and assess the role and impact of media in contemporary society.

Declaring the Major

Students planning to declare a major in Media Studies are advised to read the Media Studies website in its entirety and then contact the student academic adviser as early as possible to discuss their academic program plans. Applications are accepted during fall and spring semesters during periods listed on the program's website (http://mediastudies.ugis.berkeley.edu). The application.

More information regarding declaring the major in Media Studies:

- Must have completed at least 30 units of college coursework before applying to the program.
- Must have completed at least three of the major prerequisites, including MEDIAST 10.
- Must be currently enrolled in any remaining prerequisite at the time of application (see the list of approved major prerequisites on the Major Requirements tab).
- Must have a minimum grade point average (GPA) of 3.2 in courses relevant to the major. This includes the lower division prerequisite courses and the equivalency of transferred coursework as well as any lower or upper division courses already completed for the major.
- Should declare the major no later than the semester in which they complete the 70th unit. (Junior transfer students should contact the major adviser for Media Studies concerning their eligibility and the equivalency of transferred coursework.)

Students who meet the above criteria are eligible for admission to the major. Students who do not meet the above criteria but wish to declare Media Studies as their major should submit a letter of appeal and a graded paper from a prerequisite course along with a completed application.

More information regarding declaring the major is available on the Media Studies website (http://mediastudies.ugis.berkeley.edu). The application dates and a link to the application are available on the home page.

Honors Program

To be admitted to the honors program, a student must have attained at least a 3.5 grade-point average (GPA) overall in the University and a 3.5 GPA in the major. In order to be granted honors, a student must write a thesis which in the judgment of the thesis adviser is characterized by superior distinction (MEDIAST H195). For further information on the honors program, please see the program’s website. (http://mediastudies.ugis.berkeley.edu/honors)

Minor Program

There is no minor program in Media Studies.

In addition to the University, campus, and college requirements, listed on the College Requirements tab, students must fulfill the requirements specific to their major program.

General Guidelines

1. All courses taken to fulfill the major requirements below must be taken for graded credit (letter grade).
2. Students must complete a minimum of 30 upper division units in approved courses for the Media Studies major.
3. Students may not take more than two courses from any single outside department or program for the Media Studies major.
4. No more than one upper division course may be used to simultaneously fulfill requirements for a student's major and minor programs.
5. A minimum grade point average (GPA) of 2.0 must be maintained in both upper and lower division courses used to fulfill the major requirements.

For information regarding residence requirements and unit requirements, please see the College Requirements tab.

Summary of Major Requirements

Prerequisites: Four courses

- Media Studies core courses: Four courses
- Methods: One course
- Upper Division Electives: Four courses

Prerequisites

MEDIAST 10 Introduction to Media Studies 1 4
or MEDIAST N10 Introduction to Media Studies

POL SCI 1 Introduction to American Politics 1 4

Select one of the following:

- HISTORY 7B Introduction to the History of the United States: The United States from Civil War to Present 1
- HISTORY 124A The Recent United States: The United States from the Late 19th Century to the Eve of World War II
- HISTORY 124E The Recent United States: The United States from World War II
- HISTORY 131B Social History of the United States: Creating Modern American Society: From the End of the Civil War to the Global Age

Select one of the following:

- ANTHRO 3AC Introduction to Social/Cultural Anthropology (American Cultures)
- ECON 1 Introduction to Economics 1
- ECON 2 Introduction to Economics--Lecture Format 1
- PSYCH 1 General Psychology 1
- PSYCH 2 Principles of Psychology 1
- SOCIOL 1 Introduction to Sociology 1
Media Studies Core Courses

MEDIAST 101 Visual Communications  4
MEDIAST 102 Effects of Mass Media  4
MEDIAST C103 Understanding Journalism  4

Select one of the following:
INFO 103 History of Information
MEDIAST 104F Freedom of Speech and the Press
MEDIAST 104B The History of Journalism
MEDIAST 104P Privacy in the Digital Age

Methods

Select one lower or upper division course from the following:
MEDIAST 130 Research Methods in Media Studies
POL SCI 3 Introduction to Empirical Analysis and Quantitative Methods
PSYCH 101 Research and Data Analysis in Psychology
SOCIOL 5 Evaluation of Evidence
SOCIOL 7 The Power of Numbers: Quantitative Data in Social Sciences
SOCIOL 105 Research Design and Sociological Methods

Upper Division Electives

Select four courses from the following list. Students may not take more than two courses from any single outside department or program.

All of the courses listed below are approved electives. This list is updated annually. Additionally, prior to enrolling each term, Media Studies publishes a list of Current Courses (http://mediasquiries.berkeley.edu/courses/current-term). This list may include other courses that have been approved—on a one-time basis—as electives for that semester only. The online archive will serve as a record of these course approvals.

Students wishing to have any other course reviewed as a possible media studies elective must submit a copy of the course syllabus to a faculty adviser.

ANTHRO 134 Information Technology and Society  4
ANTHRO 134A Third World Cinema  4
ANTHRO 134G Race and American Film  4
AMERSTD C112 American Cultural Landscapes, 1600 to 1900  4
AMERSTD C112G American Cultural Landscapes, 1900 to Present  4
AMERSTD C134 Information Technology and Society  4
AMERSTD C172 History of American Business  3
AMERSTD 180D Course Not Available  1
AMERSTD 181B Course Not Available  1
AMERSTD 184I Course Not Available  1
ANTHRO C136K Who Owns the Past? Cultural Heritage in a Digital Age  4
ANTHRO 138A History and Theory of Ethnographic Film  4
ANTHRO 139 Controlling Processes  4

ANTHRO 150 Utopia: Art and Power in Modern Times  4
ANTHRO 155 Modernity  4
ANTHRO 156B Culture and Power  4
ANTHRO 160AC Forms of Folklore  4
ANTHRO 162 Topics in Folklore  4
ANTHRO 166 Language, Culture, and Society  4
ASAMST 138 Topics in Asian Popular Culture  4
ASAMST 171 Asian Americans in Film and Video  4
CHICANO 135A Latino Narrative Film: to the 1980s  4
CHICANO 135B Latino Narrative Film Since 1990  4
CHICANO 135C Latino Documentary Film  4
CHINESE 172 Contemporary Chinese Language Cinema  4
DEMOG 161 Population Apocalypse in Film and Science  3
DUTCH 171AC From New Amsterdam to New York: Race, Culture, and Identity in New Netherland  4
ENGLISH 173 The Language and Literature of Films  4
ENGLISH N173 The Language and Literature of Films  3
ENGLISH 176 Literature and Popular Culture  4
ENGLISH N176 Literature and Popular Culture  3
ENV DES C169B American Cultural Landscapes, 1900 to Present  4
ETH STD 122AC Ethnicity and Race in Contemporary American Films  4
FILM 108 Special Topics in Film Genre  4
FILM 128 Documentary  4
FILM 129 History of Avant-Garde Film  4
FILM 140 Special Topics in Film  4
FILM 151 Auteur Theory  4
FILM 160 National Cinema  4
GWS 125 Women and Film  4
GWS 140 Feminist Cultural Studies  4
GWS C146A Cultural Representations of Sexualities: Queer Literary Culture  4
GEOG C160B American Cultural Landscapes, 1900 to Present  4
HISTORY 122AC Antebellum America: The Advent of Mass Society  4
HISTORY 134A The Age of the City: The Age of the City, 1825-1933  4
ISF 100H Introduction to Media and International Relations  4
ITALIAN 170 The Italian Cinema: History, Genres, Authors  4
ITALIAN 175 Film and Literature (in English)  4
JAPAN 185 Introduction to Japanese Cinema  4
JOURNAL 111 Social Media and Journalism  3
KOREAN 187 History and Memory in Korean Cinema  4
KOREAN 188 Cold War Culture in Korea: Literature and Film  4
LGBT C146A Cultural Representations of Sexualities: Queer Literary Culture  4
L & S C180U Wealth and Poverty  4
L & S C180W Who Owns the Past? Cultural Heritage in a Digital Age  4
LINGUISTICS 150 Sociolinguistics  3
MEDIAST 140 Media and Politics  4
MEDIAST 150 Topics in Film  4
MEDIasti 160 International Media  4
MEDIAST 165 Internet and Culture  4
American History and American Institutions
(http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science/american-history-institutions-requirement)

The American History and Institutions requirements are based on the principle that a US resident graduated from an American university, should have an understanding of the history and governmental institutions of the United States.

American Cultures (http://americancultures.berkeley.edu/students/courses)

American Cultures is the one requirement that all undergraduate students at Cal need to take and pass in order to graduate. The requirement offers an exciting intellectual environment centered on the study of race, ethnicity and culture of the United States. AC courses offer students opportunities to be part of research-led, highly accomplished teaching environments, grappling with the complexity of American Culture.

Quantitative Reasoning

The Quantitative Reasoning requirement is designed to ensure that students graduate with basic understanding and competency in math, statistics, or computer science. The requirement may be satisfied by exam or by taking an approved course.

Foreign Language

The Foreign Language requirement may be satisfied by demonstrating proficiency in reading comprehension, writing, and conversation in a foreign language equivalent to the second semester college level, either by passing an exam or by completing approved course work.

Reading and Composition

In order to provide a solid foundation in reading, writing, and critical thinking the College requires two semesters of lower division work in composition in sequence. Students must complete a first-level reading and composition course by the end of their second semester and a second-level course by the end of their fourth semester.

Breadth Requirements

The undergraduate breadth requirements provide Berkeley students with a rich and varied educational experience outside of their major program. As the foundation of a liberal arts education, breadth courses give students a view into the intellectual life of the University while introducing them to a multitude of perspectives and approaches to research and scholarship. Engaging students in new disciplines and with peers from other majors, the breadth experience strengthens interdisciplinary connections and context that prepares Berkeley graduates to understand and solve the complex issues of their day.

Unit Requirements

- 120 total units, including at least 60 L&S units
- Of the 120 units, 36 must be upper division units
- Of the 36 upper division units, 6 must be taken in courses offered outside your major department

### Transfer Students

Transfer students may complete MEDIAST 10 at Berkeley, but are urged to complete other major prerequisite courses before arriving on campus. New transfers should see the major faculty adviser on arrival in order to have transfer prerequisites approved. Transfers may need assistance in adding Media Studies 10 to their schedules.

Undergraduate students in the College of Letters & Science must fulfill the following requirements in addition to those required by their major program.

For detailed lists of courses that fulfill college requirements, please review the College of Letters & Sciences (http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science) page in this Guide.

### Entry Level Writing (http://writing.berkeley.edu/node/78)

All students who will enter the University of California as freshmen must demonstrate their command of the English language by fulfilling the Entry Level Writing requirement. Fulfillment of this requirement is also a prerequisite to enrollment in all reading and composition courses at UC Berkeley.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIAST 170</td>
<td>Cultural History of Advertising</td>
<td>4</td>
</tr>
<tr>
<td>MEDIAST 180</td>
<td>Television Studies</td>
<td>4</td>
</tr>
<tr>
<td>MEDIAST 190</td>
<td>Special Topics in Media Studies</td>
<td>2-4</td>
</tr>
<tr>
<td>NAT SCI 158</td>
<td>Native Americans and the Cinema</td>
<td>4</td>
</tr>
<tr>
<td>POL SCI 106A</td>
<td>American Politics: Campaign Strategy - Media</td>
<td>4</td>
</tr>
<tr>
<td>POL SCI 161</td>
<td>Public Opinion, Voting and Participation</td>
<td>4</td>
</tr>
<tr>
<td>POL SCI 163A</td>
<td>Political Psychology and Involvement,Political</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Psychology and Public Policy</td>
<td>4,3</td>
</tr>
<tr>
<td>PSYCH 160</td>
<td>Social Psychology</td>
<td>3</td>
</tr>
<tr>
<td>PSYCH N160</td>
<td>Social Psychology</td>
<td>3</td>
</tr>
<tr>
<td>PSYCH 166AC</td>
<td>Cultural Psychology</td>
<td>3</td>
</tr>
<tr>
<td>PUB POL C103</td>
<td>Wealth and Poverty</td>
<td>4</td>
</tr>
<tr>
<td>RHETOR 114</td>
<td>Rhetoric of New Media</td>
<td>4</td>
</tr>
<tr>
<td>RHETOR 130</td>
<td>Novel into Film</td>
<td>4</td>
</tr>
<tr>
<td>RHETOR 132T</td>
<td>Auteur in Film</td>
<td>4</td>
</tr>
<tr>
<td>RHETOR 138</td>
<td>Television Criticism</td>
<td>4</td>
</tr>
<tr>
<td>SOCIOL 110</td>
<td>Organizations and Social Institutions</td>
<td>4</td>
</tr>
<tr>
<td>SOCIOL 111</td>
<td>Sociology of the Family</td>
<td>4</td>
</tr>
<tr>
<td>SOCIOL 111AC</td>
<td>Sociology of the Family</td>
<td>4</td>
</tr>
<tr>
<td>SOCIOL 133</td>
<td>Sociology of Gender</td>
<td>4</td>
</tr>
<tr>
<td>SOCIOL 140</td>
<td>Politics and Social Change</td>
<td>4</td>
</tr>
<tr>
<td>SOCIOL 150</td>
<td>Social Psychology</td>
<td>4</td>
</tr>
<tr>
<td>SOCIOL 160</td>
<td>Sociology of Culture</td>
<td>4</td>
</tr>
<tr>
<td>SOCIOL 166</td>
<td>Society and Technology</td>
<td>4</td>
</tr>
<tr>
<td>SOCIOL 167</td>
<td>Virtual Communities/Social Media</td>
<td>4</td>
</tr>
<tr>
<td>UGBA 106</td>
<td>Marketing</td>
<td>3</td>
</tr>
<tr>
<td>UGBA 160</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>UGBA 165</td>
<td>Advertising Strategy</td>
<td>3</td>
</tr>
<tr>
<td>UGBA C172</td>
<td>History of American Business</td>
<td>3</td>
</tr>
</tbody>
</table>
Residence Requirements

For units to be considered in "residence," you must be registered in courses on the Berkeley campus as a student in the College of Letters & Science. Most students automatically fulfill the residence requirement by attending classes here for four years. In general, there is no need to be concerned about this requirement, unless you go abroad for a semester or year or want to take courses at another institution or through UC Extension during your senior year. In these cases, you should make an appointment to meet an adviser to determine how you can meet the Senior Residence Requirement.

Note: Courses taken through UC Extension do not count toward residence.

Senior Residence Requirement

After you become a senior (with 90 semester units earned toward your BA degree), you must complete at least 24 of the remaining 30 units in residence in at least two semesters. To count as residence, a semester must consist of at least 6 passed units. Intercampus Visitor, EAP, and UC Berkeley-Washington Program (UCDC) units are excluded.

You may use a Berkeley Summer Session to satisfy one semester of the Senior Residence requirement, provided that you successfully complete 6 units of course work in the Summer Session and that you have been enrolled previously in the college.

Modified Senior Residence Requirement

Participants in the UC Education Abroad Program (EAP) or the UC Berkeley Washington Program (UCDC) may meet a Modified Senior Residence requirement by completing 24 (excluding EAP) of their final 60 semester units in residence. At least 12 of these 24 units must be completed after you have completed 90 units.

Upper Division Residence Requirement

You must complete in residence a minimum of 18 units of upper division courses (excluding EAP units), 12 of which must satisfy the requirements for your major.

Students are encouraged to familiarize themselves with the Media Studies major requirements before making a program plan. For more detailed information regarding the courses listed below (e.g., elective information, GPA requirements, etc.), see the College Requirements and Major Requirements tabs. Below is a sample four-year program plan:

<table>
<thead>
<tr>
<th>First Year</th>
<th>Fall</th>
<th>Units</th>
<th>Spring</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading &amp; Composition A</td>
<td>4 Reading &amp; Composition B</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>POL SCI 1 (Social and Behavioral Sciences Breadth)</td>
<td>4 Introduction to Social Sciences Prerequisite</td>
<td>3-4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alternate Major Prerequisite</td>
<td>4 HISTORY 7B (Historical Studies Breadth)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L &amp; S 10 (or L&amp;S Elective)</td>
<td>1 Alternate Major Prerequisite</td>
<td>4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second Year</th>
<th>Fall</th>
<th>Units</th>
<th>Spring</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Seminar or L&amp;S Elective</td>
<td>1 Freshman Seminar or L&amp;S Elective</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIAST 10 (pending instructor approval)</td>
<td>4 MEDIAST 101 (pending instructor approval)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alternate Major Prerequisite</td>
<td>4 Media Studies Upper Division Elective #1 (one that could work for alternate major if possible)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L&amp;S Breadth</td>
<td>4 L&amp;S Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L&amp;S Elective</td>
<td>3 L&amp;S Breadth</td>
<td>4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Third Year</th>
<th>Fall</th>
<th>Units</th>
<th>Spring</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIAST 102</td>
<td>4 MEDIAST C103</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Studies Upper Division Elective #2</td>
<td>4 Media Studies Upper Division Elective #3</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Cultures Requirement</td>
<td>3 L&amp;S Breadth</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L&amp;S Breadth</td>
<td>4 URAP or L&amp;S Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internship or L&amp;S Elective</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fourth Year</th>
<th>Fall</th>
<th>Units</th>
<th>Spring</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIAST 130 (or other approved option)</td>
<td>4 Media Studies 104 - see approved options</td>
<td>3-4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Studies Upper Division Elective #4</td>
<td>4 MEDIAST H11</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L&amp;S Breadth</td>
<td>4 L&amp;S Elective</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upper Division Elective (outside of Media Studies), if needed</td>
<td>3 Upper Division Elective, outside Media Studies, if needed</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internship or L&amp;S Elective</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Units: 120-122

Notes

Each student's plan will vary, depending on interests and class offerings. Plan on consulting your Letters & Science adviser and your major adviser on a regular basis or at least once a semester, especially if you are interested in applying for graduate school, studying abroad, attending summer school, pursuing a minor or second major, or have any concerns or questions about your major classes or your degree progress.
Note: students must complete a minimum of 13 units per term to be considered full-time, with a total of 120 units needed to graduate.

For more detailed information regarding the courses listed above (e.g., elective information, GPA requirements, etc.), please see the Major Requirements tab.

For a sample four-year plan that includes studying abroad or in Washington, D.C., see 4 Year Plan with EAP or UCDC Option (http://mediastudies.ugis.berkeley.edu/sites/default/files/UCB_Pathways_MEDIAST_4E-Years.pdf)

Accelerated Program Plans

For students considering graduating in less than four years, it's important to acknowledge the reasons to undertake such a plan of study. While there are advantages to pursuing a three-year degree plan such as reducing financial burdens, they are not for everyone and do involve sacrifices; especially with respect to participating in co-curricular activities, depth of study, and summer internships, which typically lead to jobs upon graduation. All things considered, please see the tables for three and three and a half year degree options.

3.5 Year Plan (http://mediastudies.ugis.berkeley.edu/sites/default/files/UCB_Pathways_MEDIAST_3.5-Years.pdf)

3 Year Plan (http://mediastudies.ugis.berkeley.edu/sites/default/files/UCB_Pathways_MEDIAST_3-Years.pdf)

Mission

The Media Studies major at the University of California at Berkeley is an undergraduate interdisciplinary group major in the Office of Undergraduate and Interdisciplinary Studies (UGIS). Courses taught by core faculty in Media Studies cover history and theory within the discipline. Additionally, faculty from multiple departments across campus bring the perspectives and methods of their fields to bear on the analysis of mass media in a variety of elective courses. The emphasis in the major is analytical and historical. The program is largely concerned with helping students assess the roles and impact of the major mass media on American life. Media Studies is not a preprofessional course of study but a liberal arts discipline that wedds traditions from communication, anthropology, sociology, political science, and journalism with contemporary critical and cultural studies theory.

The four core courses examine media history, institutions, and policy as well as theory and criticism. Students learn to analyze the impact of the media on public policy and to explore the role of media and popular culture in contemporary society.

In addition to the core courses, students must take an approved methods course in the social sciences and at least four approved elective courses. In the elective courses offered by the Media Studies program, whether students focus on film, television, international media, or political discourse, they are asked to develop critical thinking and analytical skills. Students may also choose to take approved electives offered by other disciplines on campus including anthropology, English, history, linguistics, journalism, political science, and sociology to name a few.

Critical analysis in media studies involves identifying and evaluating evidence, understanding theoretical concepts and being able to apply them to new media materials or situations, and examining the relationships between words and images.

Learning Goals for the Major


Media Studies

MEDIAST 10 Introduction to Media Studies 4 Units

Terms offered: Fall 2017, Fall 2016, Fall 2015

The objective of this class is to enhance students' knowledge of media's industrial and cultural functions by introducing them to key perspectives and methods of study that stress a) how media systems have and continue to develop in the United States and across the globe as well as b) how we use and make meaning with media as part of our everyday lived experiences. To consider media's social, economic, political, and cultural impact, the course will investigate a number of ways of understanding its production, form, reception, and influence, being careful to recognize how these approaches relate to each other and to a wide array of diverse case studies in television, film, recorded music, print, video games, and online.

Introduction to Media Studies: Read More [+]

Rules & Requirements

Credit Restrictions: A deficient grade may be removed by taking Media Studies 10 or Media Studies N10.

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 2 hours of discussion per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Introduction to Media Studies: Read Less [-]
MEDIAST N10 Introduction to Media Studies
4 Units
Terms offered: Summer 2017 8 Week Session, Summer 2016 10 Week Session, Summer 2016 8 Week Session
The objective of this class is to enhance students’ knowledge of media's industrial and cultural functions by introducing them to key perspectives and methods of study that stress a) how media systems have and continue to develop in the United States and across the globe as well as b) how we use and make meaning with media as part of our everyday lived experiences. To consider media's social, economic, political, and cultural impact, the course will investigate a number of ways of understanding its production, form, reception, and influence, being careful to recognize how these approaches relate to each other and to a wide array of diverse case studies in television, film, recorded music, print, video games, and online.

Introduction to Media Studies: Read More [+]

Rules & Requirements
Credit Restrictions: A deficient grade may be removed by taking Media Studies 10 or Media Studies N10.

Hours & Format
Summer:
6 weeks - 10 hours of lecture per week
8 weeks - 8 hours of lecture per week
10 weeks - 6 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.

MEDIAST 24 Freshman Seminar 1 Unit
Terms offered: Spring 2018, Fall 2017, Spring 2016
The Freshman Seminar Program has been designed to provide new students with the opportunity to explore an intellectual topic with a faculty member in a small seminar setting. Freshman seminars are offered in all campus departments, and topics vary from department to department and semester to semester. Enrollment limited to 15 freshmen.

Freshman Seminar: Read More [+]

Rules & Requirements
Repeat rules: Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

Hours & Format
Fall and/or spring: 15 weeks - 1 hour of seminar per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Final exam required.

Visual Communications: Read Less [-]

MEDIAST 84 Sophomore Seminar 1 or 2 Units
Terms offered: Fall 2017, Spring 2016, Fall 2010
Sophomore seminars are small interactive courses offered by faculty members in departments all across the campus. Sophomore seminars offer opportunity for close, regular intellectual contact between faculty members and students in the crucial second year. The topics vary from department to department and semester to semester. Enrollment limited to 15 sophomores.

Sophomore Seminar: Read More [+]

Rules & Requirements
Prerequisites: At discretion of instructor
Repeat rules: Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

Hours & Format
Fall and/or spring:
5 weeks - 3-6 hours of seminar per week
10 weeks - 1.5-3 hours of seminar per week
15 weeks - 1-2 hours of seminar per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Final exam required.

Sophomore Seminar: Read Less [-]

MEDIAST 101 Visual Communications 4 Units
This course aims to promote a critical understanding of visual culture from a critical theory perspective. It is designed to foster a critical understanding of media images, inviting students to question and critique the many and multiple messages at work within visual culture. It is organized around the different cultural and social theoretical approaches used to analyze visual images and explain the role of visual media in today's society.

Visual Communications: Read More [+]

Rules & Requirements
Prerequisites: Media Studies major or consent of instructor
Repeat rules: Course may be repeated for credit.

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture and 2 hours of discussion per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.

Instructor: Jackson

Visual Communications: Read Less [-]
MEDIAST 102 Effects of Mass Media 4 Units
Terms offered: Fall 2017, Fall 2016, Fall 2015
This course examines the often contentious history of communication theory concerning media effects. At issue among scholars working within different research traditions are core disagreements about what should be studied (institutions, texts, audiences, technologies), how it should be studied, and even what constitutes an “effect.” Empirical and critical/cultural research and theory are examined with an emphasis on the social, political, and historical contexts surrounding them.
Effects of Mass Media: Read More [+]
Rules & Requirements
Prerequisites: 10 or consent of instructor

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture and 2 hours of discussion per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Timke
Effects of Mass Media: Read Less [-]

MEDIAST 103 Understanding Journalism 4 Units
Terms offered: Spring 2018, Spring 2017
In this course, students learn why sound journalism is so important to a healthy, working democracy. Journalism is rapidly changing. The class will give a context to those changes and provide an overview of contemporary journalistic institutions. Students will examine how news is made, who decides what news is, who makes it, who profits by it, and what rules guide how reporters and editors work. Central issues affecting journalism, such as bias and professionalism, will be discussed. The class is not specifically intended for future journalists, but students will learn why pursuing a career in journalism can be so fulfilling and thrilling, as well as becoming better consumers of the news.
Understanding Journalism: Read More [+]
Rules & Requirements
Prerequisites: Media Studies major or consent of instructor

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Goldstein
Also listed as: JOURN C141
Understanding Journalism: Read Less [-]

MEDIAST C103 Understanding Journalism 4 Units
Terms offered: Spring 2016, Spring 2015, Spring 2014
In this course, students learn why sound journalism is so important to a healthy, working democracy. Journalism is rapidly changing. The class will give a context to those changes and provide an overview of contemporary journalistic institutions. Students will examine how news is made, who decides what news is, who makes it, who profits by it, and what rules guide how reporters and editors work. Central issues affecting journalism, such as bias and professionalism, will be discussed. The class is not specifically intended for future journalists, but students will learn why pursuing a career in journalism can be so fulfilling and thrilling, as well as becoming better consumers of the news.
Understanding Journalism: Read More [+]
Rules & Requirements
Prerequisites: Media Studies major or consent of instructor

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Goldstein

MEDIAST 104A Freedom of Speech and the Press 3 Units
The course considers the history and contemporary meaning of the First Amendment guarantees of freedom of speech and the press. Emphasizing the real world implications of major Supreme Court decisions, the course examines restrictions on speech and press imposed by national security, libel, injurious speech, and privacy, as well as issues of access to information and government regulation of new media.
Freedom of Speech and the Press: Read More [+]
Rules & Requirements
Prerequisites: Media Studies major or consent of instructor

Hours & Format
Fall and/or spring: 15 weeks - 3-4 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructors: Goldstein, Retzinger
Formerly known as: Mass Communications 104
Freedom of Speech and the Press: Read Less [-]
MEDIAST 104B The History of Journalism 3 Units
Terms offered: Fall 2017, Fall 2015, Fall 2014
The history of journalism is a broad subject—far broader than can comprehensively be covered in a single course. So necessarily, this course takes an idiosyncratic approach. This course examines how news has been defined, discovered, and communicated from its early modern origins to the present. It will also focus on particular areas of journalism. The class will take a critical look at how wars get reported on, including the current war in Iraq. The class will examine the role of journalists in the rise of the Cold War more than half a century ago. It will also examine the importance of media barons, by studying two highly readable biographies, one of William Randolph Hearst, the other of Katherine Graham. And finally, the class will look at the role journalists played in unseating President Nixon.
The History of Journalism: Read More [+]

Rules & Requirements
Prerequisites: 10 or consent of instructor

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Goldstein
Formerly known as: Journalism 141
The History of Journalism: Read Less [-]

MEDIAST 104D Privacy in the Digital Age 3 Units
Terms offered: Fall 2017, Fall 2016, Fall 2015
This course examines issues of privacy in contemporary society, with an emphasis on how privacy is affected by technological change. After an introduction to features of the American legal system and the theoretical underpinnings of privacy law, we will consider privacy in the context of law enforcement and national security investigations; government records and databases; commercial enterprises; and the freedoms of speech and press.
Privacy in the Digital Age: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Privacy in the Digital Age: Read Less [-]

MEDIAST 130 Research Methods in Media Studies 4 Units
Terms offered: Fall 2017, Fall 2016, Fall 2015
This course is intended to familiarize students with some of the primary quantitative and qualitative research methods used to study media texts and audiences. In addition to reading and critiquing prior research employing various methodologies, students will gain practical hands-on experience using these methods in sample research projects.
Research Methods in Media Studies: Read More [+]

Rules & Requirements
Prerequisites: 10 or permission of instructor

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Timke
Research Methods in Media Studies: Read Less [-]

MEDIAST 140 Media and Politics 4 Units
Terms offered: Fall 2016, Spring 2015, Spring 2014
This course will examine the influence of consumer marketing trends and techniques on presidential campaigns, and on political culture more broadly. How much truth is there to the idea that selling politicians is like "selling soap"? What is the difference between the psychology of the citizen and the psychology of the consumer? How are the political process and democratic discourse being transformed, for better or worse, by the use of such techniques?
Media and Politics: Read More [+]

Rules & Requirements
Prerequisites: Junior or senior standing in the Media Studies major

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Media and Politics: Read Less [-]
MEDIAST 150 Topics in Film 4 Units
Terms offered: Fall 2012, Fall 2009
Topics in film employs theory to examine different film genres, historical periods, and topics.
Topics in Film: Read More [+]

Rules & Requirements

Prerequisites: 10 or consent of instructor
Repeat rules: Course may be repeated for credit.

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of seminar per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate

MEDIAST 160 International Media 4 Units
This course offers an introduction to international communication and globalization theory, examines media industries abroad (focusing on one or more of the following: film, television, music, news, magazines, advertising, and/or new media), and explores content produced within those industries through specific case studies. Possible topics include alternatives to Hollywood film (Bollywood and Nollywood), television format sales and programming, the globalization of popular cultures (e.g., Korean Wave and Swedish music), diasporic communities, and global networks and fandoms.

International Media: Read More [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor
Repeat rules: Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate

MEDIAST 165 Internet and Culture 4 Units
Terms offered: Fall 2017, Fall 2016, Fall 2015
This class uses the approaches of media studies and cultural studies to critically consider how historical and emerging new media technologies—as well as the behaviors and forms of cultural production associated with them—influence and are themselves influenced by our everyday practices and lived experiences. It focuses particularly on concerns of identity, community, access, citizenship, industry, and regulation as these relate to social networking, collective endeavor, and public speech.

Internet and Culture: Read More [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor
Repeat rules: Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of seminar per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate

MEDIAST 170 Cultural History of Advertising 4 Units
This course examines the place and impact of advertising in the rise of consumer culture within the United States from the late 19th century to present. The course explores the functions and purposes of advertising and employs rhetorical/visual analysis and semiotic theory to analyze advertising themes and images from different historical periods.

Cultural History of Advertising: Read More [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor
Repeat rules: Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate

Instructor: Timke

International Media: Read Less [-]

Instructor: Jackson

Cultural History of Advertising: Read Less [-]
MEDIAST 180 Television Studies 4 Units
This course examines contemporary approaches to the study of television, investigating television's social, political, commercial, and cultural dimensions. Readings and assignments require students to apply critical perspectives to television programming and to the analysis of individual television texts.

Rules & Requirements
Prerequisites: Media Studies major or consent of instructor
Repeat rules: Course may be repeated for credit as topic varies. Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Jackson
Television Studies: Read Less [-]

MEDIAST 190 Special Topics in Media Studies 2 - 4 Units
Terms offered: Fall 2017, Spring 2017, Fall 2016
Normally open only to Media Studies majors who have already completed 12 units of upper division work in the major. Advanced study in Media Studies with topics to be announced each semester.

Rules & Requirements
Prerequisites: Media Studies major or consent of instructor
Repeat rules: Course may be repeated for credit.

Hours & Format
Fall and/or spring: 15 weeks - 2-4 hours of seminar per week
Summer: 6 weeks - 5-10 hours of seminar per week
8 weeks - 3.5-7.5 hours of seminar per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Formerly known as: Mass Communications 190
Special Topics in Media Studies: Read Less [-]

MEDIAST H195 Honors Colloquium 3 Units
Under the supervision of the instructor, students will work toward preparing scholarly theses in the field, basing their work on theoretical considerations and, where applicable, analyzing empirical data.

Rules & Requirements
Prerequisites: Media Studies major

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of colloquium per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam not required.
Instructors: Jackson, Timke
Honors Colloquium: Read Less [-]

MEDIAST C196A UCDC Core Seminar 4 Units
This course is the UCDC letter-graded core seminar for 4 units that complements the P/NP credited internship course UGIS C196B. Core seminars are designed to enhance the experience of and provide an intellectual framework for the student's internship. UCDC core seminars are taught in sections that cover various tracks such as the Congress, media, bureaucratic organizations and the Executive Branch, international relations, public policy and general un-themed original research.

UCDC Core Seminar: Read More [+]

Rules & Requirements
Prerequisites: C196B (must be taken concurrently)

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of seminar per week
Summer: 10 weeks - 4.5 hours of seminar per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam not required.
Also listed as: GWS C196A/HISTART C196A/HISTORY C196A/ POL SCI C196A/POLECON C196A/SOCIOL C196A/UGIS C196A
UCDC Core Seminar: Read Less [-]
**MEDIAST C196B UCDC Internship 6.5 Units**


This course provides a credited internship for all students enrolled in the UCDC and Cal in the Capital Programs. It must be taken in conjunction with the required academic core course C196A. C196B requires that students work 3-4 days per week as interns in settings selected to provide them with exposure to and experience in government, public policy, international affairs, media, the arts or other areas or relevance to their major fields of study.

UCDC Internship: Read More [+]

**Rules & Requirements**

**Prerequisites:** C196A (must be taken concurrently)

**Hours & Format**

Fall and/or spring: 15 weeks - 20 hours of internship per week

Additional Details

**Subject/Course Level:** Media Studies/Undergraduate

**Grading/Final exam status:** Offered for pass/not pass grade only. Final exam not required.

Also listed as: GWS C196B/HISTART C196B/HISTORY C196B/ POL SCI C196B/POLECON C196B/SOCIOL C196B/UGIS C196B

UCDC Internship: Read Less [-]

**MEDIAST C196W Special Field Research 10.5 Units**


Students work in selected internship programs approved in advance by the faculty coordinator and for which written contracts have been established between the sponsoring organization and the student. Students will be expected to produce two progress reports for their faculty coordinator during the course of the internship, as well as a final paper for the course consisting of at least 35 pages. Other restrictions apply; see faculty adviser.

Special Field Research: Read More [+]

**Rules & Requirements**

**Prerequisites:** Consent of instructor

**Repeat rules:** Course may be repeated for a maximum of 12 units. Course may be repeated for a maximum of 12 units.

**Hours & Format**

Fall and/or spring: 15 weeks - 3 hours of seminar and 25 hours of internship per week

Summer:

6 weeks - 7.5 hours of seminar and 60 hours of internship per week
8 weeks - 6 hours of seminar and 50 hours of internship per week

Additional Details

**Subject/Course Level:** Media Studies/Undergraduate

**Grading/Final exam status:** Letter grade. Final exam not required.

Formerly known as: 196W

Also listed as: GWS C196W/HISTART C196W/HISTORY C196W/ POL SCI C196W/POLECON C196W/SOCIOL C196W/UGIS C196W

Special Field Research: Read Less [-]
MEDIAST 198 Directed Group Study for Advanced Undergraduates 1 - 4 Units
Terms offered: Spring 2012, Spring 2011, Fall 2010
Seminars for the group study of selected topics not covered by regularly scheduled courses. Topics will vary from year to year.

Rules & Requirements

Prerequisites: Media Studies major, with at least junior standing
Repeat rules: Course may be repeated for credit.

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of directed group study per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Offered for pass/not pass grade only. Final exam not required.

Formerly known as: Mass Communications 198

Directed Group Study for Advanced Undergraduates: Read Less [-]

MEDIAST 199 Supervised Independent Study for Advanced Undergraduates 1 - 4 Units
Terms offered: Fall 2013, Fall 2012, Summer 2012 10 Week Session
Independent study and research by arrangement with faculty.

Rules & Requirements

Prerequisites: Media Studies major, with at least junior standing

Credit Restrictions: Enrollment is restricted; see the Introduction to Courses and Curricula section of this catalog.
Repeat rules: Course may be repeated for credit.

Hours & Format

Fall and/or spring: 15 weeks - 0 hours of independent study per week
Summer:
6 weeks - 2.5-10 hours of independent study per week
8 weeks - 1.5-7.5 hours of independent study per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Offered for pass/not pass grade only. Final exam not required.

Formerly known as: Mass Communications 199

Supervised Independent Study for Advanced Undergraduates: Read Less [-]