Media Studies

Overview
The Media Studies program is an undergraduate interdisciplinary group major in the Office of Undergraduate and Interdisciplinary Studies (http://ls.berkeley.edu/about-college/l-s-divisions/undergraduate-division/ugis) in the Division of Undergraduate Studies in the College of Letters and Science. Courses taught by core faculty in Media Studies cover media history and theory with an emphasis on media systems, policy, and practices. Additionally, faculty from multiple departments cross campus bring the perspectives and methods of their fields to bear on the analysis of media in a variety of elective courses. Our emphasis in this major is historical and theoretical, offering students the analytical tools available to examine media—old and new, local to global—as well as media consumption and meaning-making processes.

Undergraduate Program
Media Studies (http://guide.berkeley.edu/undergraduate/degree-programs/media-studies): BA

Graduate Program
There is no graduate program in Media Studies.

Media Studies
MEDIAST 10 Introduction to Media Studies 4 Units
Terms offered: Fall 2018, Fall 2017, Fall 2016
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 2018 First 6 Week Session, Summer 2017 8 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.
Introduction to Media Studies: Read Less [-]

MEDIAST 24 Freshman Seminar 1 Unit
Terms offered: Fall 2018, Spring 2018, Fall 2017
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 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.
Freshman Seminar: 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 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: 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

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 - 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

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
Also listed as: JOURN C141

Understanding Journalism:  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 2018, Fall 2017, Fall 2016
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 111 Media History 4 Units
Terms offered: Fall 2018
This is a lecture-format survey course on the history of media forms, technologies, institutions, and regulation—from the origins of writing, invention of print technology, through the development of digital media. Attention to the specific characteristics of individual media, the changing role of media as a force in culture along with the hopes as well as anxieties they provoke, and the continually transforming institutions and business of media will all be touched on. The role of media forms in the creation of public discourse and the social controls on media through censorship, legal constraints, and economic policies will also be examined.

Rules & Requirements
Prerequisites: Media Studies 10, 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: Berry

MEDIAST 112 Media Theories and Processes 4 Units
Terms offered: Fall 2018
This course will familiarize you with the often-contentious history of media theory. At issue among scholars working within different theoretical and research traditions are core disagreements about what should be studied (institutions, texts, audiences, and/or technologies) and how media should be studied (for applied, “practical” purposes or with an eye that is critical of power and institutional structures). Course readings and lectures stress an understanding of these various research traditions by focusing on the cultural, historical, political, and social contexts surrounding them, the research models and methods used, and the findings and conclusions reached.

Rules & Requirements
Prerequisites: Media Studies 10, Media Studies major or consent of instructor
Credit Restrictions: Students will receive no credit for Media Studies 112 after taking Media Studies 102 or Mass Communications 102.

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

MEDIAST 130 Research Methods in Media Studies 4 Units
Terms offered: Fall 2018, Fall 2017, Fall 2016
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.

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
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?

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 More [+]

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 without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 4 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

Internet and Culture: Read Less [-]

MEDIAST 160 International Media 4 Units
Terms offered: Fall 2018, Spring 2018, Spring 2017
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 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: Timke

Internet and Culture: Read Less [-]

MEDIAST 165 Internet and Culture 4 Units
Terms offered: Fall 2018, Fall 2017, Fall 2016
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

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

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

Instructor: Jackson

Internet and Culture: Read Less [-]
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 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: Timke

Cultural History of Advertising:  Read Less [-]

MEDIAST 180 Television Studies
4 Units
Terms offered: Fall 2018, Spring 2018, Spring 2017
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.

Television Studies:  Read More [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor
Repeat rules: 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 2018, Fall 2017, Spring 2017
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.

Special Topics in Media Studies: Read More [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor
Repeat rules: Course may be repeated for credit without restriction.

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 H194 Honors Thesis Preparation
3 Units
Terms offered: Fall 2018
This course is designed to guide you through the preliminary steps and stages of writing a successful honors thesis. The course will assist you in writing appropriate research questions and research proposals as well as developing strategies for taking useful notes and summarizing relevant scholarship. We will review relevant quantitative and qualitative research methods used in Media Studies as a means of helping you identifying the most appropriate research method(s) to answer your research question(s). The course culminates in the completion of the literature review for your honors thesis. Successful completion of Media Studies H194 (or instructor permission) is a prerequisite for Media Studies H195.

Honors Thesis Preparation:  Read More [+]

Rules & Requirements

Prerequisites: Media Studies major and meets honors GPA requirements

Hours & Format

Fall and/or spring: 15 weeks - 2 hours of colloquium per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Alternative to final exam.
Instructor: Bolton

Honors Thesis Preparation:  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.
Honors Colloquium: Read More [+]

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 C196B/HISTART C196B/HISTORY C196B/ POL SCI C196B/POLECON C196B/SOCIOL C196B/UGIS C196B
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
Summer: 10 weeks - 4.5 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
Terms offered: Fall 2018, Spring 2018, Fall 2017, Fall 2016, Spring 2016, Fall 2015, Spring 2015, Fall 2014, Spring 2014, Spring 2013
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.

Rules & Requirements
Prerequisites: Consent of instructor
Repeat rules: Course may be repeated for credit up to a total 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 without restriction.

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

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 without restriction.

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 [-]