Media Studies

Overview

The Media Studies program is an undergraduate interdisciplinary group major in the Office of Undergraduate and Interdisciplinary Studies (https://ls.berkeley.edu/academic-programs/undergraduate-studies/undergraduate-interdisciplinary-studies) 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

Expand all course descriptions [+]Collapse all course descriptions [-]

MEDIAST 10 Introduction to Media Studies 4 Units

Terms offered: Fall 2019, Spring 2019, Fall 2018

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 2019, Spring 2019, Fall 2018

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 To be decided by the instructor when the class is offered.

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: The grading option will be decided by the instructor when the class is offered. Final Exam To be decided by the instructor when the class is offered.
Sophomore Seminar: Read Less [-]
MEDIAST 101 Visual Culture 4 Units
Terms offered: Fall 2019, Spring 2019, Spring 2018
Our highly mediated culture provides an ever-intensifying richness of visual information. Using a mix of film, television, photography, advertising, and/or the internet, this class will explore cultural and social theoretical approaches to critically analyzing visual media and viewing practices from a Media Studies perspective. The course 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.
Visual Culture: 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 and 2-0 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 Culture: Read Less [-]
MEDIAST 104A Freedom of Speech and the Press 3 Units
Terms offered: Spring 2019, Spring 2018, Spring 2017
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.
Formerly known as: Mass Communications 104
Freedom of Speech and the Press: Read Less [-]
MEDIAST 104B The History of Journalism 3 Units
Terms offered: Spring 2019, Fall 2017, Fall 2015
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 2019, Fall 2018, Fall 2017
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 104E History and Development of Online News 4 Units
Terms offered: Fall 2019
This course will examine the history of online news beginning with the earliest experiments with news delivered via dedicated terminals. From there, we’ll look at the impact of the personal computer’s growth and the rise of proprietary dial-up online services. The open, Wild West nature of the early Web brought new possibilities but also the beginning of debates about credibility, free vs. paid content and competitive challenges that continue to this day. We’ll focus on key figures in technology and journalism who shaped the new medium, and trace how its growth undermined traditional economic models even as it enabled the rise of new ones, continuing through today’s world of mobile apps, aggregators and social media.
History and Development of Online News: Read More [+]

Rules & Requirements
Prerequisites: Media Studies major or consent of instructor
Credit Restrictions: Students will receive no credit for Media Studies 104E after taking Media Studies 190: Special Topics: History and Development of Online News.

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. Alternative to final exam.
Instructor: Berry
History and Development of Online News: Read Less [-]

MEDIAST 111 Media History 4 Units
Terms offered: Fall 2019, 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
History and Development of Online News: Read Less [-]
MEDIAST 112 Media Theories and Processes
4 Units
Terms offered: Fall 2019, 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.

Media Theories and Processes: Read More [+]

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

Media Theories and Processes: Read Less [-]

MEDIAST 130 Research Methods in Media Studies 4 Units
Terms offered: Fall 2019, Fall 2018, Fall 2017
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 examines the interactions of media and politics. The dynamics of media (print, broadcast, digital) and political engagement (local, national, international) are studied through one or a combination of the following lenses: campaign messaging, news and political coverage, social movements, protest and resistance, social media platforms, satire and other entertainment forms.

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.
Instructor: Timke

Media and Politics: Read Less [-]

MEDIAST 113 Media and Democracy 4 Units
Terms offered: Spring 2019
An interdisciplinary examination of the role and power of media for civic engagement and state-public interactions.

Media and Democracy: Read More [+]

Rules & Requirements
Prerequisites: Media Studies 10, 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: Bolton

Media and Democracy: 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 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
Topics in Film: Read Less [-]

MEDIAST 160 International Media 4 Units
Terms offered: Spring 2019, Fall 2018, Spring 2018
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: Jackson
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
Repeat rules: 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
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Timke
Internet and Culture: Read Less [-]

MEDIAST 170 Cultural History of Advertising 4 Units
Terms offered: Fall 2019, Spring 2018, Spring 2017
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 N180 Television Studies 3 Units
Terms offered: Summer 2019 Second 6 Week Session
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
Credit Restrictions: A deficient grade may be removed by taking Media Studies 180 (4 units) or Media Studies N180 (3 units).

Hours & Format
Summer:
6 weeks - 7.5 hours of lecture per week
8 weeks - 6 hours of lecture per week
10 weeks - 4.5 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 H195 Honors Seminar 3 Units
Terms offered: Spring 2019, Spring 2018, Spring 2017
Under the supervision of the instructor, students will work toward completion of scholarly theses in the field.
Honors Seminar: Read More [+]

Rules & Requirements
Prerequisites: Media Studies major and meets honors GPA requirements plus Media Studies H194 or consent of instructor

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

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Alternative to final exam.
Instructors: Bolton, Davis
Honors Seminar: 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

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 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.
Directed Group Study for Advanced Undergraduates: Read More [+]
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.
Supervised Independent Study for Advanced Undergraduates: Read More [+]
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 [-]