

Media Studies

Bachelor of Arts (BA)

The Media Studies major integrates perspectives from liberal arts, social sciences, and humanities and offers an interdisciplinary framework to understand the essential role that media plays in economic, social, political, and cultural life. It weaves traditions from communication, history, anthropology, sociology, political science and more with critical theories and cultural studies to analyze the role and meaning of media in our societies. Our emphasis in this major is historical and theoretical, examining media systems, institutions, technologies, policies, and practices. We offer students the analytical tools available to investigate media—old and new, local and global—across the diverse media landscape. The Media Studies major offers three areas of concentration: Digital Studies, Global Cultural Studies, or Media Law and Policy.

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 a student academic advisor as early as possible to discuss their academic program plans. Visit the program's website (<http://mediastudies.ugis.berkeley.edu/>) for application instructions and deadlines.

First-Year Students Starting Fall 2023 or Later: Read New High Demand Majors Policy from the Colleges of Letters & Science (<https://admissions.berkeley.edu/academics/lc-high-demand-policy/>) on the Office of Undergraduate Admissions website (<https://admissions.berkeley.edu/>) for information regarding declaring Media Studies, a high demand major.

First-Year Students Who Started Spring 2023 or Before and New Transfer Students: Students who wish to declare 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 or MEDIAST W10.
- Must be currently enrolled in any remaining prerequisites 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.
- Must have earned a grade of B- or better in MEDIAST 10 or MEDIAST W10. (Beginning fall 2020, Media Studies 10 or W10 must be taken at UC Berkeley.)
- Should declare the major no later than the semester in which they complete the 70th unit if they were admitted to Berkeley as a freshman. Junior transfers should declare the major no later than their second semester at Berkeley and should contact a Media Studies student academic advisor concerning their eligibility and the equivalency of transferred coursework.
- When applying to the major, students will need to note their area of concentration—Digital Studies, Global Cultural Studies, or Media Law

& Policy—on their application. See the Major Requirements tab for areas of concentration information.

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 with a completed application during designated application periods in the fall and spring.

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 Media Studies: Applying: Overview page (<https://mediastudies.ugis.berkeley.edu/requirements-overview/>).

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. The honors program includes two courses: MEDIAST H194 and 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 28 upper-division units in approved courses for the Media Studies major.
3. Students may not take more than two upper-division courses from any single outside department or program for the Media Studies major. This includes any combined courses which are counted as an elective taken simultaneously from all sponsoring departments or programs.
4. No more than one upper-division course may be used to simultaneously fulfill requirements for a student's major and minor programs.
5. No more than two upper-division courses may be used to simultaneously fulfill requirements for major requirements for a double major or simultaneous degree.
6. 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

Area of Concentration Electives: three courses

Additional Electives from Any Concentration: two courses

Prerequisites

Select one from the following:

MEDIAST 10 Introduction to Media Studies [4]¹

MEDIAST W10 Introduction to Media Studies [4]

Select one from the following:

POL SCI 1 Introduction to American Politics [4]¹

POL SCI N1AC Introduction to American Politics [4]

Select one of the following:

HISTORY 7B Introduction to the History of the United States: The United States from Civil War to Present [4]¹

HISTORY 124A The Recent United States: The United States from the Late 19th Century to the Eve of World War II [4]

HISTORY 124E The Recent United States: The United States from World War II [4]

HISTORY 131B Social History of the United States: Creating Modern American Society: From the End of the Civil War [4]

Select one of the following:

ANTHRO 3AC Introduction to Social/Cultural Anthropology (American Cultures) [4]¹

COM LIT 20 Episodes in Literary Cultures [4]

COM LIT 20A Episodes in Literary Cultures: Literature and Philosophy [4]

COM LIT 20B Episodes in Literary Cultures: Literature and Society [4]

COM LIT 20C Episodes in Literary Cultures: Literature and History [4]

ECON 1 Introduction to Economics [4]¹

ECON 2 Introduction to Economics--Lecture Format [4]

PSYCH 1 General Psychology [3]¹

PSYCH W1 General Psychology [3]

PSYCH 2 Principles of Psychology [3]

RHETOR 10 Introduction to Practical Reasoning and Critical Analysis of Argument [4]

RHETOR 20 Rhetorical Interpretation [4]

SOCIOL 1 Introduction to Sociology [4]¹

SOCIOL 3AC Principles of Sociology: American Cultures [4]¹

THEATER 26 Introduction to Performance Studies [4]

¹ Media Studies 10 or W10 must be taken at UC Berkeley beginning fall 2020. Other prerequisites footnoted may be taken at a California community college. Visit assist.org (<https://assist.org/>) for a list of approved prerequisite equivalent courses.

Media Studies Core Courses

MEDIAST 111B	Text and Data Media History	4
	or MEDIAST 111A Audio-Visual Media History	
MEDIAST 112	Media Theories and Processes	4
MEDIAST 113	Media and Democracy	4
MEDIAST 114	Media and Globalization	4

Areas of Concentration

Students must complete one of the three areas of concentration: Digital Studies, Global Cultural Studies, or Media Law and Policy.

Students must take three courses in each area of concentration. The two additional upper-division electives can come from any concentration. The chosen area of concentration must be noted on the application to the major.

Digital Studies

Digital Studies is an intersection between humanities, social sciences, art, and computer sciences. This area offers courses on a variety of digital, social, and creative media as a means of exploring networked connectivity as the sum of technologies, industries, and user practices. It also examines how various areas of scholarship are reshaped by new technologies, behaviors, and data-driven inquiries.

Choose one course from each elective category: Research Methodologies, Virtual Communities and Social Media, and Digital Projects and Digital Storytelling.

Research Methodologies - Choose one of the following:

ART 178 Advanced Digital Media: Game Design Methods [4]

COMPSCI C8 Foundations of Data Science [4]

DATA C8 Foundations of Data Science [4]

DEMOG 180 Social Networks [4]

INFO C8 Foundations of Data Science [4]

MEDIAST 132 Researching Digital Media: Methods and Methodologies [4]

SCANDIN 127 Social Network Analysis and the Icelandic Saga [4]

STAT C8 Foundations of Data Science [4]

STAT 20 Introduction to Probability and Statistics [4]

Virtual Communities and Social Media - Choose one of the following:

AFRICAM 134 Information Technology and Society [4]

AFRICAM C134 Information Technology and Society [4]

AMERSTD C13 Information Technology and Society [4]

HISTORY 182A Science, Technology, and Society [4]

INFO 103 History of Information [4]

ISF 100D Introduction to Technology, Society, and Culture [4]

ISF 100J The Social Life of Computing [4]

JOURN 111 Social Media and Journalism [3]

MEDIAST 104E History and Development of Online News [4]

MEDIAST 165 Internet and Culture [4]

MEDIAST 168 Cybernetics and Cybercultures: The Psychosocial Impact of Digital Media [4]

SOCIOL 166 Society and Technology [4]

SOCIOL 167 Virtual Communities/Social Media [4]

THEATER 118A Performance, Television, and Social Media [4]

Digital Projects and Digital Storytelling - Choose one of the following:

DIGHUM 150A Digital Humanities and Archival Design [3]

FILM 155 Media Technologies [4]

JOURN 110 Introduction to Multimedia [3]

JOURN 115 Advanced Multimedia [3]

JOURN 122	The Future of Visual Storytelling [3]
JOURN 124	Introduction to Data Journalism [3]
MEDIAST 101	Visual Culture [4]
NWMEDIA 151	Transforming Tech: Issues and Interventions in STEM and Silicon Valley [4]
NWMEDIA C166	Critical Practices: People, Places, Participation [4]
NWMEDIA 200	History and Theory of New Media [4]
NWMEDIA 201	Questioning New Media [3]
NWMEDIA C200	Critical Making [4]
NWMEDIA 204	Critical Practices: People, Places, Participation [4]
NWMEDIA 205	Locative Media [4]
NWMEDIA C267	Theory and Practice of Tangible User Interfaces [4]
NWMEDIA C268	Technologies for Creativity and Learning [3]
NWMEDIA C269	Interface Aesthetics [3]
RHETOR 114	Rhetoric of New Media [4]

Global Cultural Studies

Global Cultural Studies explores how textual, audio, and visual cultures as well as representational practices are produced and circulated within and across local, national, regional, and global social fields. This area examines a broad spectrum of concerns including global communication, postcolonialism, diaspora, consumerism, identity and community, and public cultures.

Choose one course from each elective category: Research Methodologies, Visual Culture, and Popular Culture.

Research Methodologies - Choose one of the following:

GWS 101	Doing Feminist Research [4]
GLOBAL 102	Critical Thinking In Global Studies [4]
MEDIAST 131	Cultural Studies Research Methodology [4]

Visual Culture - Choose one of the following:

AFRICAM 142	Third World Cinema [4]
AFRICAM 142A	Race and American Film [4]
AFRICAM 144	Introduction to Cultural Studies: Black Visual Culture [4]
ANTHRO 138A	History and Theory of Ethnographic Film [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]
CHINESE 188	Popular Media in Modern China [4]
EA LANG 181	East Asian Film: Special Topics in Genre [4]
EDUC 183	High School, The Movie [3]
ENGLISH 173	The Language and Literature of Films [4]
ETH STD 122A	Ethnicity and Race in Contemporary American Films [4]
FILM 125	Documentary Forms [4]
FILM 129	History of Avant-Garde Film [4]
FILM 135	Experimental and Alternative Media Art [4]
FILM 145	Global Media [4]
FILM 160	National Cinema [4]
FILM 170	Special Topics in Film [4]

FILM 171	Special Topics in Film Genre [4]
FILM 172	Auteur Theory [4]
FRENCH 177A	History and Criticism of Film [4]
GWS 125	Women and Film [4]
GWS 126	Film, Feminism, and the Avant-Garde [4]
GWS C146B	Cultural Representations of Sexualities: Queer Visual Culture [4]
GLOBAL 100S	Global Societies and Cultures [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]
JAPAN 188	Japanese Visual Culture: Introduction to Anime [4]
JAPAN 189	Topics in Japanese Film [4]
KOREAN 185	Picturing Korea [4]
KOREAN 186	Introduction to Korean Cinema [4]
KOREAN 187	History and Memory in Korean Cinema [4]
KOREAN 188	Cold War Culture in Korea: Literature and Film [4]
LGBT C146B	Cultural Representations of Sexualities: Queer Visual Culture [4]
MEDIAST 101	Visual Culture [4]
MELC 165	Film and Fiction of Iran [4]
NATAMST 120A	Photography and the American Indian: Manifest Destiny, American Frontier, and Images of American Indians [4]
NATAMST 158	Native Americans and the Cinema [4]
RHETOR 130	Novel into Film [4]
RHETOR 131T	Genre in Film and Literature [4]
RHETOR 132T	Auteur in Film [4]
RHETOR 136	Art and Authorship [4]
RHETOR 137	Rhetoric of the Image [4]
RHETOR 138	Television Criticism [4]
RHETOR 139	Rhetoric of Visual Witnessing [4]
RHETOR 145	Science, Narrative, and Image [4]
SCANDIN 115	Studies in Drama and Film [4]
THEATER 118	Performance, Television, and Social Media [4]
THEATER 151A	Histories of Performance: Performance and Community [4]

Popular Culture - Choose one of the following:

AMERSTD 101	Examining U.S. Cultures in Time [4]
AMERSTD 101	Examining U.S. Cultures in Time [4]
AMERSTD 102	Examining U.S. Cultures in Place [4]
AMERSTD 102	Examining U.S. Cultures in Place [4]
ASAMST 138	Topics in Asian Popular Culture [4]
ASAMST 178	Gender and Sexuality in Asian American Literature and Culture [4]
ANTHRO 156B	Culture and Power [4]
ASAMST 132	Islamophobia and Constructing Otherness [4]
ASAMST 132A	Islamophobia and Constructing Otherness [4]
ENGLISH 174	Literature and History [4]
ENGLISH 176	Literature and Popular Culture [4]
GWS C146A	Cultural Representations of Sexualities: Queer Literary Culture [4]

HISTORY 122A	Antebellum America: The Advent of Mass Society [4]
JAPAN 178	Murakami Haruki and Miyazaki Hayao: the Politics of Japanese Culture from the Bubble to the Present [4]
KOREAN 109	Korean Language in Popular Media [4]
LGBT C146A	Cultural Representations of Sexualities: Queer Literary Culture [4]
MEDIAST 170	Cultural History of Advertising [4]
PSYCH 166AC	Cultural Psychology [3]
RHETOR 171	The Problem of Mass Culture and the Rhetoric of Social Theory [4]
SOCIOL 160	Sociology of Culture [4]
SOCIOL 163	Popular Culture [3-4]

Media Law and Policy

Media Law and Policy recognizes it would be impossible to understand law and politics without appreciating the significance of media. This area uses media to study a wide range of legal, regulatory, political, and activist concerns, including the First Amendment, privacy and surveillance, cyberlaw, and intellectual property as well as social movements, social justice, and political transformation.

Choose one course from each elective category: Research Methodologies, Institutions, and Citizenship.

Research Methodologies - Choose one of the following:

ECON C3	Introduction to Environmental Economics and Policy [4]
ENVECON C1	Introduction to Environmental Economics and Policy [4]
MEDIAST 130	Research Methods in Media Studies [4]
POL SCI 3	Introduction to Empirical Analysis and Quantitative Methods [4]
POL SCI W3	Introduction to Empirical Analysis and Quantitative Methods, [4]
PUB POL 101	Introduction to Public Policy Analysis [4]
SOCIOL 5	Evaluation of Evidence [4]
SOCIOL 7	The Power of Numbers: Quantitative Data in Social Sciences [4]

Institutions - Choose one of the following:

AFRICAM 134	Information Technology and Society [4]
AFRICAM C13	Information Technology and Society [4]
AMERSTD C13A	Information Technology and Society [4]
AMERSTD C17	History of American Business [3]
EDUC 183	High School, The Movie [3]
FILM 177	Entertainment Law [4]
GERMAN 160B	Politics and Culture in 20th-Century Germany: Facism and Propaganda [4]
INFO 134	Information Technology Economics, Strategy, and Policy [3]
ISF 100H	Introduction to Media and International Relations [4]
JOURN 136	Media Ethics [3]
MEDIAST 104B	The History of Journalism [3]
MEDIAST 104E	History and Development of Online News [4]
MEDIAST 180	Television Studies [4]

NWMEDIA 151	Transforming Tech: Issues and Interventions in STEM and Silicon Valley [4]
POL SCI 106A	American Politics: Campaign Strategy - Media [4]
PSYCH 149D	Early Childhood Policy [3]
SOCIOL 110	Organizations and Social Institutions [4]
SOCIOL 117	Sport As a Social Institution [4]
UGBA 106	Marketing [3]
UGBA 160	Customer Insights [3]
Citizenship - Choose one of the following:	
ANTHRO 156A	Politics and Anthropology [4]
ASAMST 132	Islamophobia and Constructing Otherness [4]
ASAMST 132A	Islamophobia and Constructing Otherness [4]
GWS 116AC	Queer Theories: Activist Practices [4]
GWS 132AC	Gender, Race, and Law [4]
INFO 188	Behind the Data: Humans and Values [3]
ISF 100I	Consumer Society and Culture [4]
L & S C138	Art and Activism [4]
L & S C180U	Wealth and Poverty [4]
MEDIAST 104D	Privacy in the Digital Age [3]
MUSIC C138	Art and Activism [4]
POL SCI 161	Public Opinion, Voting and Participation [4]
POL SCI 164A	Political Psychology and Involvement [4]
POL SCI W164A	Political Psychology and Involvement [4]
PUB POL C10C	Wealth and Poverty [4]
PUB POL 192A	Social Movements, Organizing & Policy Change [3]
SOCIOL 114	Sociology of Law [4]
SOCIOL 140	Politics and Social Change [4]
SOCIOL 141	Social Movements and Political Action [4]
SOCIOL 145	Social Change [4]
SOCIOL 145AC	Social Change: American Cultures [4]
SOCIOL 145L	Social Change in Latin America [4]
SOCIOL 148	Social Policy [4]

Additional Electives from Any Area of Concentration

Students must take two upper-division electives (courses numbered 100 - 199 or 200 and above) from any of the above areas of concentration. See the following categories in the elective course lists above:

- Digital Studies: Research Methodologies (not courses numbered 1 - 99)
- Digital Studies: Virtual Communities and Social Media
- Digital Studies: Digital Projects and Digital Storytelling
- Global Cultural Studies: Research Methodologies (not courses numbered 1 - 99)
- Global Cultural Studies: Visual Culture
- Global Cultural Studies: Popular Culture
- Media Law and Policy: Research Methodologies (not courses numbered 1 - 99)
- Media Law and Policy: Institutions
- Media Law and Policy: Citizenship

Each term the Media Studies Program publishes semester-specific course lists that include special topics courses and new courses. Visit the Media Studies website (<https://mediastudies.ugis.berkeley.edu/>) and look under Courses for the current list.

Transfer Students

Media Studies 10 or W10: Introduction to Media Studies MUST be completed at UC Berkeley beginning fall 2020. Students may take Media Studies W10 during the summer when it is offered.

Transfer students are encouraged to take other major prerequisite courses before arriving on campus. For approved equivalent prerequisite courses offered at California community colleges, see assist.org (<https://assist.org/>). Transfer students who attended four-year schools, other out-of-state community colleges or California community colleges and took courses not on assist.org are encouraged to submit possible prerequisite courses for review by completing an Intended Majors Course Substitution Form. See Applying: Overview (<https://mediastudies.ugis.berkeley.edu/applying-overview/>) and Applying: Prerequisites (<https://mediastudies.ugis.berkeley.edu/prerequisites-2/>) on the Media Studies website (<https://mediastudies.ugis.berkeley.edu/>) for additional information.

Undergraduate students 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. For College advising appointments, please visit the L&S Advising (<https://lsadvising.berkeley.edu/home/>) Pages.

University of California Requirements

Entry Level Writing (<http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science/entry-level-writing-requirement/>)

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.

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.

Berkeley Campus Requirement

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

All undergraduate students at Cal need to take and pass this course 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.

College of Letters & Science Essential Skills Requirements

Quantitative Reasoning (<http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science/quantitative-reasoning-requirement/>)

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 (<http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science/foreign-language-requirement/>)

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 (<http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science/reading-composition-requirement/>)

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 parts A & B reading and composition courses in sequential order by the end of their fourth semester.

College of Letters & Science 7 Course Breadth Requirements

Breadth Requirements (<http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science/#breadthrequirements>)

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
- 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

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, or two years for transfer students. 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), Berkeley Summer Abroad, 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 UCEAP units), 12 of which must satisfy the requirements for your major.

Mission

Media Studies at the University of California, Berkeley is an undergraduate interdisciplinary group major in the Office of Undergraduate and Interdisciplinary Studies (UGIS). We offer students the analytical tools available to examine media—old and new, local and global—including media consumption and meaning-making processes. Courses taught by core faculty in Media Studies cover media history and theory, emphasizing media systems, institutions, policies, and practices. Additionally, faculty from many departments across campus bring the perspectives and methods of their fields to bear on media analysis in a variety of elective courses.

Our four core courses examine media history, theory, institutions/policy, and globalization. In addition to these, students must complete five electives. Three will be in service of one of our areas of concentration: Digital Studies, Global Cultural Studies, or Media Law and Policy. Students are free to take the remaining two electives from any area of concentration. Core courses and electives offered by the Media Studies program—whether examining popular culture and entertainment, advertising, or news and information viewed on cinema, television, computer, or mobile phone screens—ask students to develop critical thinking and analytical skills.

Learning Goals for the Major

Visit Learning Initiative (<http://mediastudies.ugis.berkeley.edu/learning-initiative/>) on the Media Studies website (<http://mediastudies.ugis.berkeley.edu/>).

Major Maps help undergraduate students discover academic, co-curricular, and discovery opportunities at UC Berkeley based on intended major or field of interest. Developed by the Division of Undergraduate Education in collaboration with academic departments, these experience maps will help you:

- **Explore** your major and gain a better understanding of your field of study
- **Connect** with people and programs that inspire and sustain your creativity, drive, curiosity and success
- **Discover** opportunities for independent inquiry, enterprise, and creative expression
- **Engage** locally and globally to broaden your perspectives and change the world
- **Reflect** on your academic career and prepare for life after Berkeley

Use the major map below as a guide to planning your undergraduate journey and designing your own unique Berkeley experience.

View the Media Studies Major Map PDF. (https://ue.berkeley.edu/sites/default/files/media_studies.pdf)

Media Studies

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

MEDIAST 10 Introduction to Media Studies 4 Units

Terms offered: Fall 2023, Summer 2023 8 Week Session, Fall 2022

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 W10 Introduction to Media Studies 4 Units

Terms offered: Spring 2024, Spring 2023, Spring 2022

This class enhances your knowledge of media's industrial and cultural functions by introducing you to key perspectives and methods of study that stress the impact of media systems and practices at both the societal and individual levels--and vice versa. To consider media's social, economic, and political significance, we 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.

Introduction to Media Studies: Read More [+]

Rules & Requirements

Credit Restrictions: Students will receive no credit for MEDIAST W10 after completing MEDIAST 10, or MEDIAST N10. A deficient grade in MEDIAST W10 may be removed by taking MEDIAST 10, MEDIAST N10, MEDIAST 10, or MEDIAST N10.

Hours & Format

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

Summer: 8 weeks - 6 hours of web-based lecture and 4 hours of web-based discussion per week

Online: This is an online course.

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructor: Jackson

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 39 Freshman/Sophomore Seminar 1.5 - 2 Units

Terms offered: Prior to 2007

Freshman and sophomore seminars offer lower division students the opportunity to explore an intellectual topic with a faculty member and a group of peers in a small-seminar setting. These seminars are offered in all campus departments; topics vary from department to department and from semester to semester.

Freshman/Sophomore Seminar: [Read More](#) [+]

Rules & Requirements

Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 1.5-2 hours of lecture 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.

Formerly known as: Mass Communications 39

Freshman/Sophomore 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: Spring 2024, Fall 2019, Spring 2019

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 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 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.

Instructor: Goldstein

Understanding Journalism: [Read Less](#) [-]

MEDIAST 104A Freedom of Speech and the Press 3 Units

Terms offered: Spring 2020, Spring 2019, Spring 2018

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: Fall 2023, Spring 2021, Spring 2019

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 2022, Fall 2021, Fall 2020

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 2023, Fall 2022, Fall 2021

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 - 3 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

Instructor: Jaroslovsky

History and Development of Online News: Read Less [-]

MEDIAST 111 Media History 4 Units

Terms offered: Spring 2021, Fall 2020, Spring 2020

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.

Media History: 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: Berry

Media History: Read Less [-]

MEDIAST 111B Text and Data Media History 4 Units

Terms offered: Fall 2023, Fall 2022, Fall 2021

This course covers the modern global history of textual and digital media forms, with a focus on interactions between emerging media technologies and emerging modern power structures. We will examine how and why historical agents responded to, made use of, and tried to regulate new information technologies such as the printing press, documents and forms, newspapers, the postal service, the telegraph and teletype, filing and punch-card systems, electro-mechanical and electronic computers, networked databases, and the internet. Lectures will consider the impact of specific media technologies on the historical development of state administrations, colonial empires, ideological movements, and modern global business.

Text and Data Media History: Read More [+]

Rules & Requirements

Prerequisites: Media Studies 10, Media Studies major or consent of instructor

Credit Restrictions: Students will receive no credit for MEDIAST 111B after completing MEDIAST 111.

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

Text and Data Media History: Read Less [-]

MEDIAST 111C Audio-Visual Media History 4 Units

Terms offered: Spring 2024, Spring 2023, Spring 2022

This course covers the modern global history of audiovisual media forms, with a focus on interactions between new media technologies and emerging modern power structures. We will examine how and why historical agents responded to, made use of, and tried to regulate emerging representational technologies such as painting, printed images and etchings, maps, the theater, panoramas, photography, the telephone, phonography, radio, television, MP3s, JPGs, and digital video. Lectures will consider the impact of specific media technologies on the historical representation and mobilization of religion, race, class, and nationality, as well as the branding and advertisement of consumer commodities.

Audio-Visual Media History: [Read More](#) [+]

Rules & Requirements

Prerequisites: Media Studies 10, Media Studies major or consent of instructor

Credit Restrictions: Students will receive no credit for MEDIAST 111C after completing MEDIAST 111.

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

Audio-Visual Media History: [Read Less](#) [-]

MEDIAST 112 Media Theories and Processes 4 Units

Terms offered: Spring 2024, Fall 2023, Spring 2023

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 113 Media and Democracy 4 Units

Terms offered: Spring 2024, Fall 2023, Spring 2023

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 114 Media and Globalization 4 Units

Terms offered: Spring 2024, Spring 2023, Spring 2022

This course offers an introduction to media and globalization. We will examine global media industries (film, television, music, news, advertising, diplomacy, new media, etc.), and explore content produced within these industries through specific case studies. Topics include Bollywood, Hallyu, television format sales, nonwestern news, media imperialism, the globalization of popular cultures, diasporic communities, and global representation. The class reviews theories and histories of media globalization before turning to case studies to learn about the political and cultural roles of media in globalization processes.

Media and Globalization: Read More [+]

Rules & Requirements

Prerequisites: Media Studies 10/W10, or Media Studies major or consent of instructor

Credit Restrictions: Students will receive no credit for MEDIAST 114 after completing MEDIAST 160.

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.

Media and Globalization: Read Less [-]

MEDIAST 130 Research Methods in Media Studies 4 Units

Terms offered: Spring 2023, Fall 2020, Fall 2019

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 131 Cultural Studies Research Methodology 4 Units

Terms offered: Spring 2024, Fall 2022, Fall 2021

This course introduces students to Cultural Studies research methodologies (concepts, theories, and methods) to critically examine the global circulation of media that contribute to the production of transnational identities and cultures. It offers an opportunity to research culture to gain a deeper understanding of contemporary structural crises of democracy, health, and economy.

Cultural Studies Research Methodology: Read More [+]

Rules & Requirements

Prerequisites: Media Studies 10/W10/N10 or permission of the 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: Jha

Cultural Studies Research Methodology: Read Less [-]

MEDIAST 132 Researching Digital Media: Methods and Methodologies 4 Units

Terms offered: Spring 2024, Spring 2023, Spring 2022

This course introduces students to approaches in the study of digital media, giving

practical grounding in digital methodologies and tools for social, cultural and media

analysis. Students learn how to develop a conceptual framework;

integrate the

framework and the method; and identify digitally-centred topics, objects, or subjects for

study. Through group collaboration and shared knowledge activities, students consider

how knowledge is created within research practice, and in relation to the interdisciplinary study of technology, social media, and digital worlds.

Students will use

methods in context; engage in weekly activities like methods games, active peer review,

and media analysis; and select specific methods they want to learn about.

Researching Digital Media: Methods and Methodologies: Read More [+]

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.

Researching Digital Media: Methods and Methodologies: 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.

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 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 2021, Spring 2020, Spring 2019

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

International Media: Read Less [-]

MEDIAST 165 Internet and Culture 4 Units

Terms offered: Spring 2023, Spring 2021, Spring 2020

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 168 Cybernetics and Cybercultures: The Psychosocial Impact of Digital Media 4 Units

Terms offered: Spring 2024, Spring 2023, Spring 2022

How have the realities and representations of digital media affected how we think, feel, and interact? What impulses, events, and personalities gave rise to the relentless digitization of information, choice, and even life itself? In this interdisciplinary course, we will attempt to answer these questions together by reading, discussing, and writing about histories and theories of cybernetics and cybercultures. We will consider competing cybernetic models of the mind, human behavior, ecological environments, and complex immersive virtual worlds. We will also survey the vast range of visionary, skeptical, and delightfully eccentric responses to the promises and perils of a cybernetic future.

Cybernetics and Cybercultures: The Psychosocial Impact of Digital Media: Read More [+]

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.

Cybernetics and Cybercultures: The Psychosocial Impact of Digital Media: Read Less [-]

MEDIAST 170 Cultural History of Advertising 4 Units

Terms offered: Fall 2022, Fall 2021, Fall 2020

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 175 Gender, Race and National Identity in Global Popular Culture 4 Units

Terms offered: Spring 2024, Fall 2022

This course takes a Postcolonial Feminist Cultural Studies approach to examine the changing meanings of gender, race and national identity in popular cultures across the globe. The key question for this course is, "What is the role of the media in establishing and sometimes challenging gendered and racial ideologies in everyday practices of global and local cultural meanings?" We will interrogate racial representations and stereotypes of Black, Latinx and Asian American minority communities by focusing on case studies, such as, Latin American telenovelas, American Hip hop and Korean wave.

Gender, Race and National Identity in Global Popular Culture: Read More [+]

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.

Gender, Race and National Identity in Global Popular Culture: Read Less [-]

MEDIAST 180 Television Studies 4 Units

Terms offered: Fall 2023, Fall 2022, Fall 2021

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 190 Special Topics in Media Studies 2 - 4 Units

Terms offered: Spring 2024, Fall 2023, Summer 2023 8 Week Session
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 lecture per week

Summer:

3 weeks - 10-20 hours of lecture per week
6 weeks - 5-10 hours of lecture per week
8 weeks - 3.5-7.5 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 190

Special Topics in Media Studies: Read Less [-]

MEDIAST H194 Honors Thesis Preparation 3 Units

Terms offered: Fall 2023, Fall 2022, Fall 2021

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 Seminar 3 Units

Terms offered: Spring 2024, Spring 2023, Spring 2022

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

Terms offered: Spring 2024, Fall 2023, Spring 2023, Fall 2022, Fall 2021, Spring 2021, Fall 2020, Spring 2020, Fall 2019, Spring 2019, Fall 2018, Fall 2016, Spring 2016, Spring 2015, Spring 2014, Spring 2013, Fall 2012, Spring 2012

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)

Repeat rules: Course may be repeated for credit when topic changes. Students may enroll in multiple sections of this course within the same semester.

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

Terms offered: Spring 2024, Fall 2023, Spring 2023, Fall 2022, Spring 2022, Fall 2021, Spring 2021, Fall 2020, Spring 2020, Fall 2019, Spring 2019, Fall 2018, Fall 2016, Spring 2016, Spring 2015, Spring 2014, Spring 2013

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

Terms offered: Spring 2024, Spring 2023, Spring 2022, Spring 2021, Spring 2020, Spring 2019, 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.

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

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.

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 [-]