

Media Studies

Bachelor of Arts (BA)

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

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

Declaring the Major

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

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

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

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

Honors Program

To be admitted to the honors program, a student must have attained at least a 3.5 grade point average (GPA) overall in the University and a 3.5 GPA in the major. In order to be granted honors, a student must

write a thesis which in the judgment of the thesis director and the adviser is characterized by superior distinction (MEDIAST H195). For further information on the honors program, please see the program's website. (<http://mediastudies.ugis.berkeley.edu/honors>)

Minor Program

There is no minor program in Media Studies.

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

General Guidelines

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

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

Summary of Major Requirements

Prerequisites: Four courses

Media Studies core courses: Four courses

Methods: One course

Upper Division Electives: Four courses

Prerequisites

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

POL SCI 1 Introduction to American Politics ¹ 4

Select one of the following:

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

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

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

HISTORY 131B Social History of the United States: Creating
Modern American Society: From the End of the
Civil War to the Global Age

Select one of the following:

ANTHRO 3AC Introduction to Social/Cultural Anthropology
(American Cultures)

ECON 1 Introduction to Economics ¹

ECON 2 Introduction to Economics--Lecture Format ¹

PSYCH 1 General Psychology ¹

PSYCH 2 Principles of Psychology ¹

SOCIOL 1 Introduction to Sociology ¹

SOCIOL 3AC Principles of Sociology: American Cultures

¹ Or course equivalents, as recognized by assist.org (<http://www.assist.org>).

Media Studies Core Courses

MEDIAST 101	Visual Communications	4
MEDIAST 102	Effects of Mass Media	4
MEDIAST C103	Understanding Journalism	4
Select one of the following:		
MEDIAST 104A	Freedom of Speech and the Press	
MEDIAST 104E	The History of Journalism	
MEDIAST C104C	Course Not Available	
MEDIAST 104I	Privacy in the Digital Age	

Methods

Select one lower or upper division course from the following:

MEDIAST 130	Research Methods in Media Studies	
POL SCI 3	Introduction to Empirical Analysis and Quantitative Methods	
PSYCH 101	Research and Data Analysis in Psychology	
SOCIOL 5	Evaluation of Evidence	
SOCIOL 7	The Power of Numbers: Quantitative Data in Social Sciences	
SOCIOL 105	Research Design and Sociological Methods	

Upper Division Electives

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

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

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

AFRICAM C134	Information Technology and Society	4
AFRICAM 142A	Third World Cinema	4
AFRICAM 142AC	Race and American Film	4
AMERSTD C112A	American Cultural Landscapes, 1600 to 1900	4
AMERSTD C112B	American Cultural Landscapes, 1900 to Present	4
AMERSTD C134	Information Technology and Society	4
AMERSTD C172	History of American Business	3
AMERSTD 180D	Course Not Available	1
AMERSTD 181B	Course Not Available	1
AMERSTD 184I	Course Not Available	1
ANTHRO C136K	Who Owns the Past? Cultural Heritage in a Digital Age	4
ANTHRO 138A	History and Theory of Ethnographic Film	4
ANTHRO 139	Controlling Processes	4

ANTHRO 149	Psychological Anthropology	4
ANTHRO 150	Utopia: Art and Power in Modern Times	4
ANTHRO 155	Modernity	4
ANTHRO 156B	Culture and Power	4
ANTHRO 160AC	Forms of Folklore	4
ANTHRO 162	Topics in Folklore	4
ANTHRO 166	Language, Culture, and Society	4
ASAMST 138	Topics in Asian Popular Culture	4
ASAMST 171	Asian Americans in Film and Video	4
CHICANO 135A	Latino Narrative Film: to the 1980s	4
CHICANO 135B	Latino Narrative Film Since 1990	4
CHICANO 135C	Latino Documentary Film	4
CHINESE 172	Contemporary Chinese Language Cinema	4
DEMOG 161	Population Apocalypse in Film and Science	3
DUTCH 171AC	From New Amsterdam to New York: Race, Culture, and Identity in New Netherland	4
ENGLISH 173	The Language and Literature of Films	4
ENGLISH N173	The Language and Literature of Films	3
ENGLISH 176	Literature and Popular Culture	4
ENGLISH N176	Literature and Popular Culture	3
ENV DES C169B	American Cultural Landscapes, 1900 to Present	4
ETH STD 122AC	Ethnicity and Race in Contemporary American Films	4
FILM 108	Special Topics in Film Genre	4
FILM 128	Documentary	4
FILM 129	History of Avant-Garde Film	4
FILM 140	Special Topics in Film	4
FILM 151	Auteur Theory	4
FILM 160	National Cinema	4
GWS 125	Women and Film	4
GWS 140	Feminist Cultural Studies	4
GWS C146A	Cultural Representations of Sexualities: Queer Literary Culture	4
GEOG C152	Course Not Available	4
GEOG C160B	American Cultural Landscapes, 1900 to Present	4
HISTORY 122AC	Antebellum America: The Advent of Mass Society	4
HISTORY 134A	The Age of the City: The Age of the City, 1825-1933	4
INFO 141	Course Not Available	2
INFO 146	Course Not Available	
ISF 100H	Introduction to Media and International Relations	4
ISF C145	Course Not Available	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
JOURN 111	Social Media and Journalism	3
KOREAN 187	History and Memory in Korean Cinema	4
KOREAN 188	Cold War Culture in Korea: Literature and Film	4
LGBT C146A	Cultural Representations of Sexualities: Queer Literary Culture	4
L & S C180U	Wealth and Poverty	4
L & S C180W	Who Owns the Past? Cultural Heritage in a Digital Age	4

LINGUIS 150	Sociolinguistics	3
MEDIAST 140	Media and Politics	4
MEDIAST 150	Topics in Film	4
MEDIAST 160	International Media	4
MEDIAST 165	Internet and Culture	4
MEDIAST 170	Cultural History of Advertising	4
MEDIAST 180	Television Studies	4
MEDIAST 190	Special Topics in Media Studies	2-4
NATAMST 158	Native Americans and the Cinema	4
POL SCI 106A	American Politics: Campaign Strategy - Media	4
POL SCI 161	Public Opinion, Voting and Participation	4
POL SCI 164A	Political Psychology and Involvement, Political Psychology and Public Policy	4,3
PSYCH 160	Social Psychology	3
PSYCH N160	Social Psychology	3
PSYCH 166AC	Cultural Psychology	3
PUB POL C103	Wealth and Poverty	4
RHETOR 114	Rhetoric of New Media	4
RHETOR 130	Novel into Film	4
RHETOR 132T	Auteur in Film	4
RHETOR 138	Television Criticism	4
SOCIO 110	Organizations and Social Institutions	4
SOCIO 111	Sociology of the Family	4
SOCIO 111AC	Sociology of the Family	4
SOCIO 113AC	Sociology of Education	4
SOCIO 133	Sociology of Gender	4
SOCIO 140	Politics and Social Change	4
SOCIO 150	Social Psychology	4
SOCIO 160	Sociology of Culture	4
SOCIO 166	Society and Technology	4
SOCIO 167	Virtual Communities/Social Media	4
UGBA 106	Marketing	3
UGBA 160	Consumer Behavior	3
UGBA 165	Advertising Strategy	3
UGBA C172	History of American Business	3

Transfer Students

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

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

For detailed lists of courses that fulfill college requirements, please review the College of Letters & Sciences (<http://guide.berkeley.edu/archive/2016-17/undergraduate/colleges-schools/letters-science>) page in this Guide.

Entry Level Writing

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

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

American Cultures

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

Quantitative Reasoning

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

Foreign Language

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

Reading and Composition

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

Breadth Requirements

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

Unit Requirements

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

Residence Requirements

For units to be considered in "residence," you must be registered in courses on the Berkeley campus as a student in the College of Letters

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

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

Senior Residence Requirement

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

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

Modified Senior Residence Requirement

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

Upper Division Residence Requirement

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

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

First Year			
	Fall	Units	Spring
Reading & Composition A		4 Reading & Composition B	4
POL SCI 1 (Social and Behavioral Sciences Breadth)		4 Introduction to Social Sciences Prerequisite	3-4
Alternate Major Prerequisite		4 HISTORY 7B (Historical Studies Breadth)	4
L & S 10 (or L&S Elective)		1 Alternate Major Prerequisite	4
Freshman Seminar or L&S Elective		1 Freshman Seminar or L&S Elective	1
		14	16-17

Second Year			
	Fall	Units	Spring
MEDIAST 10 (pending instructor approval)		4 MEDIAST 101 (pending instructor approval)	4
Alternate Major Prerequisite		4 Media Studies Upper Division Elective #1 (one that could work for alternate major if possible)	4
L&S Breadth		4 L&S Elective	3
L&S Elective		3 L&S Breadth	4
		15	15

Third Year			
	Fall	Units	Spring
MEDIAST 102		4 MEDIAST C103	4
Media Studies Upper Division Elective #2		4 Media Studies Upper Division Elective #3	4
American Cultures Requirement		3 L&S Breadth	4
L&S Breadth		4 URAP or L&S Elective	3
Internship or L&S Elective		1	
		16	15

Fourth Year			
	Fall	Units	Spring
MEDIAST 130 (or other approved option)		4 Media Studies 104 - see approved options	3-4
Media Studies Upper Division Elective #4		4 MEDIAST H104 (if eligible or L&S Elective)	3
L&S Breadth		4 L&S Elective	4
Upper Division Elective (outside of Media Studies), if needed		3 Upper Division Elective, outside Media Studies, if needed	3
Internship or L&S Elective		1	
		16	13-14

Total Units: 120-122

Notes

Each student's plan will vary, depending on interests and class offerings. Plan on consulting your Letters & Science adviser and your major adviser on a regular basis or at least once a semester, especially if you are interested in applying for graduate school, studying abroad, attending summer school, pursuing a minor or second major, or have any concerns or questions about your major classes or your degree progress.

Note: students must complete a minimum of 13 units per term to be considered full-time, with a total of 120 units needed to graduate.

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

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

Accelerated Program Plans

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

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

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

Mission

The Media Studies major at the University of California at Berkeley is an undergraduate interdisciplinary group major in the Office of Undergraduate and Interdisciplinary Studies (UGIS). Faculty members come from a variety of disciplines, bringing the perspectives and methods of their fields to bear on the analysis of the mass media. The emphasis in the major is analytical and historical. The program is largely concerned with developing in students the ability to assess the roles and impact of the major mass media on American life. Media Studies is not a preprofessional course of study but a liberal arts discipline that weds traditions from communication, anthropology, sociology, political science, and journalism with contemporary critical and cultural studies theory.

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

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

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

Learning Goals for the Major

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

Media Studies

MEDIAST 10 Introduction to Media Studies 4 Units

Terms offered: Fall 2017, Fall 2016, Fall 2015

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

Introduction to Media Studies: Read More [+]

Rules & Requirements

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

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Introduction to Media Studies: Read Less [-]

MEDIAST N10 Introduction to Media Studies 4 Units

Terms offered: Summer 2017 8 Week Session, Summer 2016 10 Week Session, Summer 2016 8 Week Session

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

Introduction to Media Studies: Read More [+]

Rules & Requirements

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

Hours & Format

Summer:

6 weeks - 10 hours of lecture per week

8 weeks - 8 hours of lecture per week

10 weeks - 6 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Introduction to Media Studies: Read Less [-]

MEDIAST 24 Freshman Seminar 1 Unit

Terms offered: Spring 2018, Fall 2017, Spring 2016

The Freshman Seminar Program has been designed to provide new students with the opportunity to explore an intellectual topic with a faculty member in a small seminar setting. Freshman seminars are offered in all campus departments, and topics vary from department to department and semester to semester. Enrollment limited to 15 freshmen.

Freshman Seminar: Read More [+]

Rules & Requirements

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

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Final exam required.

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 as topic varies. Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring:

5 weeks - 3-6 hours of seminar per week

10 weeks - 1.5-3 hours of seminar per week

15 weeks - 1-2 hours of seminar per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Final exam required.

Sophomore Seminar: Read Less [-]

MEDIAST 101 Visual Communications 4 Units

Terms offered: Spring 2018, Spring 2017, Spring 2016

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

Visual Communications: Read More [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Repeat rules: Course may be repeated for credit.

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructor: Jackson

Visual Communications: Read Less [-]

MEDIAST 102 Effects of Mass Media 4 Units

Terms offered: Fall 2017, Fall 2016, Fall 2015

This course examines the often contentious history of communication theory concerning media effects. At issue among scholars working within different research traditions are core disagreements about what should be studied (institutions, texts, audiences, technologies), how it should be studied, and even what constitutes an "effect." Empirical and critical/cultural research and theory are examined with an emphasis on the social, political, and historical contexts surrounding them.

Effects of Mass Media: Read More [+]

Rules & Requirements

Prerequisites: 10 or consent of instructor

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructor: Timke

Effects of Mass Media: Read Less [-]

MEDIAST 103 Understanding Journalism 4 Units

Terms offered: Spring 2018, Spring 2017

In this course, students learn why sound journalism is so important to a healthy, working democracy. Journalism is rapidly changing. The class will give a context to those changes and provide an overview of contemporary journalistic institutions. Students will examine how news is made, who decides what news is, who makes it, who profits by it, and what rules guide how reporters and editors work. Central issues affecting journalism, such as bias and professionalism, will be discussed. The class is not specifically intended for future journalists, but students will learn why pursuing a career in journalism can be so fulfilling and thrilling, as well as becoming better consumers of the news.

Understanding Journalism: Read More [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructors: Goldstein, Retzinger

Understanding Journalism: Read Less [-]

MEDIAST C103 Understanding Journalism 4 Units

Terms offered: Spring 2016, Spring 2015, Spring 2014

In this course, students learn why sound journalism is so important to a healthy, working democracy. Journalism is rapidly changing. The class will give a context to those changes and provide an overview of contemporary journalistic institutions. Students will examine how news is made, who decides what news is, who makes it, who profits by it, and what rules guide how reporters and editors work. Central issues affecting journalism, such as bias and professionalism, will be discussed. The class is not specifically intended for future journalists, but students will learn why pursuing a career in journalism can be so fulfilling and thrilling, as well as becoming better consumers of the news.

Understanding Journalism: Read More [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructor: Goldstein

Also listed as: JOURN C141

Understanding Journalism: Read Less [-]

MEDIAST 104A Freedom of Speech and the Press 3 Units

Terms offered: Spring 2018, Spring 2017, Spring 2016

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 2017, Fall 2015, Fall 2014

The history of journalism is a broad subject--far broader than can comprehensively be covered in a single course. So necessarily, this course takes an idiosyncratic approach. This course examines how news has been defined, discovered, and communicated from its early modern origins to the present. It will also focus on particular areas of journalism. The class will take a critical look at how wars get reported on, including the current war in Iraq. The class will examine the role of journalists in the rise of the Cold War more than half a century ago. It will also examine the importance of media barons, by studying two highly readable biographies, one of William Randolph Hearst, the other of Katherine Graham. And finally, the class will look at the role journalists played in unseating President Nixon.

The History of Journalism: Read More [\[+\]](#)

Rules & Requirements

Prerequisites: 10 or consent of instructor

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructor: Goldstein

Formerly known as: Journalism 141

The History of Journalism: Read Less [\[-\]](#)

MEDIAST 104D Privacy in the Digital Age 3 Units

Terms offered: Fall 2017, Fall 2016, Fall 2015

This course examines issues of privacy in contemporary society, with an emphasis on how privacy is affected by technological change. After an introduction to features of the American legal system and the theoretical underpinnings of privacy law, we will consider privacy in the context of law enforcement and national security investigations; government records and databases; commercial enterprises; and the freedoms of speech and press.

Privacy in the Digital Age: Read More [\[+\]](#)

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Privacy in the Digital Age: Read Less [\[-\]](#)

MEDIAST 130 Research Methods in Media Studies 4 Units

Terms offered: Fall 2017, Fall 2016, Fall 2015

This course is intended to familiarize students with some of the primary quantitative and qualitative research methods used to study media texts and audiences. In addition to reading and critiquing prior research employing various methodologies, students will gain practical hands-on experience using these methods in sample research projects.

Research Methods in Media Studies: Read More [\[+\]](#)

Rules & Requirements

Prerequisites: 10 or permission of instructor

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructor: Timke

Research Methods in Media Studies: Read Less [\[-\]](#)

MEDIAST 140 Media and Politics 4 Units

Terms offered: Fall 2016, Spring 2015, Spring 2014

This course will examine the influence of consumer marketing trends and techniques on presidential campaigns, and on political culture more broadly. How much truth is there to the idea that selling politicians is like "selling soap"? What is the difference between the psychology of the citizen and the psychology of the consumer? How are the political process and democratic discourse being transformed, for better or worse, by the use of such techniques?

Media and Politics: Read More [\[+\]](#)

Rules & Requirements

Prerequisites: Junior or senior standing in the Media Studies major

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Media and Politics: Read Less [\[-\]](#)

MEDIAST 150 Topics in Film 4 Units

Terms offered: Fall 2012, Fall 2009

Topics in film employs theory to examine different film genres, historical periods, and topics.

Topics in Film: [Read More](#) [+]

Rules & Requirements

Prerequisites: 10 or consent of instructor

Repeat rules: Course may be repeated for credit.

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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 2018, Spring 2017, Spring 2016

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

International Media: [Read More](#) [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

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

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructor: Timke

International Media: [Read Less](#) [-]

MEDIAST 165 Internet and Culture 4 Units

Terms offered: Fall 2017, Fall 2016, Fall 2015

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

Internet and Culture: [Read More](#) [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructor: Jackson

Internet and Culture: [Read Less](#) [-]

MEDIAST 170 Cultural History of Advertising 4 Units

Terms offered: Spring 2018, Spring 2017, Spring 2016

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

Cultural History of Advertising: [Read More](#) [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

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

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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: Spring 2018, Spring 2017, Spring 2016

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 as topic varies. Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructor: Jackson

Television Studies: Read Less [-]

MEDIAST 190 Special Topics in Media Studies 2 - 4 Units

Terms offered: Fall 2017, Spring 2017, Fall 2016

Normally open only to Media Studies majors who have already completed 12 units of upper division work in the major. Advanced study in Media Studies with topics to be announced each semester.

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.

Hours & Format

Fall and/or spring: 15 weeks - 2-4 hours of seminar per week

Summer:

6 weeks - 5-10 hours of seminar per week

8 weeks - 3.5-7.5 hours of seminar per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Formerly known as: Mass Communications 190

Special Topics in Media Studies: Read Less [-]

MEDIAST H195 Honors Colloquium 3 Units

Terms offered: Spring 2018, Spring 2017, Spring 2016

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

Honors Colloquium: Read More [+]

Rules & Requirements

Prerequisites: Media Studies major

Hours & Format

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Instructors: Jackson, Timke

Honors Colloquium: Read Less [-]

MEDIAST C196A UCDC Core Seminar 4 Units

Terms offered: Spring 2018, Fall 2017, Spring 2017, Fall 2016, Spring 2016, Fall 2015, Spring 2015, Spring 2014, Fall 2013, 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)

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 2018, Fall 2017, Spring 2017, Fall 2016, Spring 2016, Fall 2015, Spring 2015, Spring 2014, Fall 2013, Spring 2013, Fall 2012, Spring 2012

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 2018, Fall 2017, Spring 2017, Fall 2016, Spring 2016, Fall 2015, Spring 2015, Fall 2014, Spring 2014, Spring 2013
Students work in selected internship programs approved in advance by the faculty coordinator and for which written contracts have been established between the sponsoring organization and the student. Students will be expected to produce two progress reports for their faculty coordinator during the course of the internship, as well as a final paper for the course consisting of at least 35 pages. Other restrictions apply; see faculty adviser.

Special Field Research: [Read More](#) [+]

Rules & Requirements

Prerequisites: Consent of instructor

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

Hours & Format

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

Summer:

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

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

Additional Details

Subject/Course Level: Media Studies/Undergraduate

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

Formerly known as: 196W

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

Special Field Research: [Read Less](#) [-]

MEDIAST 198 Directed Group Study for Advanced Undergraduates 1 - 4 Units

Terms offered: Spring 2012, Spring 2011, Fall 2010

Seminars for the group study of selected topics not covered by regularly scheduled courses. Topics will vary from year to year.

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.

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.

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 [\[-\]](#)

Media Studies Faculty

Thomas Goldstein (<http://mediastudies.ugis.berkeley.edu/people/detail/tom-goldstein>) , **Program Director On Leave 2016-17 and Professor.** (Journalism and Media Studies). Journalism, mass communications, press practices, press history, writer, reporter, editor.

Jean Retzinger (<http://mediastudies.ugis.berkeley.edu/people/detail/jean-retzinger>) , **Acting Director 2016-17 and Lecturer.** (Media Studies). Environmental communication, particularly agriculture and food issues in advertising, television, film, and digital media.

Paul Duguid (<http://mediastudies.ugis.berkeley.edu/people/detail/paul-duguid>) , **Adjunct Professor.** (School of Information). Trademark, information, communities of practice.

Josh Jackson (<http://mediastudies.ugis.berkeley.edu/people/detail/josh-jackson>) , **Lecturer and Faculty Adviser.** (Media Studies). Digital and new media, television, media and culture, convergence, media industries and production cultures, media history.

Geoffrey King (<http://mediastudies.ugis.berkeley.edu/people/detail/geoffrey-king>) , **Lecturer** (Media Studies). Freedoms of speech, press, petition and assembly; citizen journalism; Internet policy; privacy; technology; online surveillance and censorship; open government.

Geoffrey Nunberg (<http://mediastudies.ugis.berkeley.edu/people/detail/geoffrey-nunberg>) , **Adjunct Professor** (School of Information). Theory, history, and cultural implications of information and information technologies.

Ed Timke (<http://mediastudies.ugis.berkeley.edu/people/detail/ed-timke>) , **Lecturer** (Media Studies). Advertising; international and intercultural communication; media, culture, and society; media history; photojournalism; and Transatlantic media flows, especially between the United States and France.

William Turner (<http://mediastudies.ugis.berkeley.edu/people/detail/william-turner>) , **Lecturer** (Media Studies). Freedom of speech and the press.