

Lecture: Know key terms, key theorists and their examples (including video clips)

Key Terms:

- Plastic representation (Warner)
- Meaningful diversity (Beltran)
- Inclusion rider
- Reception theory
- Encoding/decoding model (Stuart Hall)
- Preferred reading
- Dominant code
- Oppositional code
- Negotiated code
- Fans (Henry Jenkins)
- Fan culture
- Participatory culture
- Fan entitlement
- Narcissistic identification
- Racebending
- Adaptation
- Canned programs
- Format programs
- Closed and open adaptation
- Adaptation codes
- Globalization
- Global Village (McLuhan)
- Cultural Imperialism
- Cultural Homogenization
- Cultural Hybridization
- Regionalization
- Cultural Proximity (Straubhaar)
- Media conglomerates (continued)
- Case study: Despacito
- Synergy
- Pacific Rim Culture
- Soft Power (Joseph Nye)
- 1997 Asian Financial Crash
- Hallyu
- K-Pop
- Media activism
- Cultural citizenship
- Hashtag activism
- Brown voice

Key Theorists:

- Kristen J. Warner
- Mary Beltrán
- Henry Jenkins
- Stuart Hall
- Marshall McLuhan
- Joseph Straubhaar
- Joseph Nye

Readings: Know big picture concepts, bolded/italicized terms and main points of section headings

- Beltrán; “Meaningful Diversity: Exploring Questions of Equitable Representation on Diverse Ensemble Cast Shows”
- Warner; “Plastic Representation”
- Hall; “Encoding/Decoding”
- Rostan; “To J.K. Rowling With Love”
- Hall; “The Work of Representation”
- Warner; “ABC’s Scandal and Black Women’s Fandom”
- Moran; “Global Franchises, Local Customizing: The Cultural Economy of TV and Program Formats”
- Punathambekar; “Globalization”
- Lobato; “Transnational Television From Broadcast to Broadband”
- Jin; “New Korean Wave”
- Lopez; “Introduction to Asian American Media Activism”

Screenings: Know main topic and overarching argument / plot

- POSE Season 1 Episode 1
- Philip Rosenthal, Exporting Raymond
- Coca Colonization
- Shareen El Feki: TED Talk
- The Problem with Apu

Study Tips:

- Get a group together on Zoom and quiz one another! Retrieval practice is proven to be one of the best ways to absorb material.
- Explain concepts to someone as if they are learning for the first time - this forces you to elaborate on concepts that might not be so clear-cut the first time around.
- Come up with examples and real-world applications of these terms and ideas
- If you’re feeling ambitious, even come up with a couple of example test questions that you might possibly get.

Happy studying! You all will do great because we are manifesting it!!!!