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

**Key Terms:**

1. Plastic representation (Warner)
2. Meaningful diversity (Beltran)
3. Inclusion rider
4. Reception theory
5. Encoding/decoding model (Stuart Hall)
6. Preferred reading
7. Dominant code
8. Oppositional code
9. Negotiated code
10. Fans (Henry Jenkins)
11. Fan culture
12. Participatory culture
13. Fan entitlement
14. Narcissistic identification
15. Racebending
16. Adaptation
17. Canned programs
18. Format programs
19. Closed and open adaptation
20. Adaptation codes
21. Globalization
22. Global Village (McLuhan)
23. Cultural Imperialism
24. Cultural Homogenization
25. Cultural Hybridization
26. Regionalization
27. Cultural Proximity (Straubhaar)
28. Media conglomerates (continued)
29. Case study: Despacito
30. Synergy
31. Pacific Rim Culture
32. Soft Power (Joseph Nye)
33. 1997 Asian Financial Crash
34. Hallyu
35. K-Pop
36. Media activism
37. Cultural citizenship
38. Hashtag activism
39. 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!!!!**