



Course and Examination Fact Sheet: Spring Semester 2023

8,518: Media Organizations and Communication Power

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - examination paper written at home (individual) (70%)

Examination time: term time

Decentral - Presentation (in groups - all given the same grades) (30%)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[8,518,1.00 Media Organizations and Communication Power](#) -- Englisch -- [Barassi Veronica](#)

Course information

Course prerequisites

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Learning objectives

1. Have gained a critical knowledge of the power of organizations in society from the early days of industrial capitalism and the modern nation state to the emergence the digital society.
3. Developed a critical understanding of how media processes influence organizational and promotional cultures.
4. Acquired an understanding of how Web 2.0 and social media organizations have transformed the way in which we think about communication, value and the economy.

Course content

This course provides students with an historical perspective into the power of media organizations in our society and with a critical understanding of how media processes and technological transformations shape and influence organizational life. The course is divided in three parts. The first two workshops will introduce students to the history of media organizations and will show how, at different historical times, they have played a fundamental role in the construction of the industrial society at first and global society afterwards. The next two workshops will unpack the question of media power and explore how media processes and logics - developed by media corporations - influence organizational cultures (e.g. celebrity cultures and branding). The last two workshops will explore the rise of social media and then look into how these platforms have radically transformed not only the communication logics of organizations but also the way in which value is understood and produced.

Course structure and indications of the learning and teaching design

The course will be divided in **6 workshops of 6 hours**. The classes have been designed deliberately in a way that they are dynamic and open, you can intervene with key concepts, ideas or to share your experience, and you are free to ask questions at any time. Each session will consist of two 40 mins long inputs followed by open discussions and group exercises. During class we will be discussing key concepts and key readings and we will engage in 'visual mapping', a seminar technique which will see us working together as a group to unpack different concepts (visualized on the board). This implies that if you have not done the reading for that week, you will be able to participate and interact with your classmates, nonetheless. You will also acquire a good understanding of the key concepts and ideas of the course. I expect the whole class to contribute with questions, concepts and ideas, and I will often ask questions to students directly even if they have not raised their hands. The class will also consist of different hands-on group exercises, which will include research activities, role playing, debates and games.



Course literature

Please refer to Examination literature

Additional course information

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Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form

Decentral - examination paper written at home (individual) (70%)

Examination time: term time

Remark

ESSAY

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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Nature of examination

analog

Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (30%)

Examination time: term time

Remark

Group presentation

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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Nature of examination

analog

Examination languages



Question language: English

Answer language: English

Examination content

Examination Paper Written at Home (Individual) 70% - Essay (22,000 characters)

This examination will ask you to critically engage with a specific question or topic of the course. Students can design their own question (provided that it is agreed with the course leader) or they choose from a list of questions that I will provide. To achieve excellence the students will need to apply the theoretical insights learned from the literature to the analysis of specific empirical examples.

Group Presentation (30% - 15 Minutes)

At the beginning of the semester, students will be divided in different groups and will start working together on a presentation. To prepare the presentation, the group of students will have to choose one topic from the 6 classes (e.g. media and markets, social media organizations etc.) will be asked to read two key readings that they will find on the class module in Canvas, and present the key points of the readings (in an interactive and engaging way) in connection with at least 2 case studies.

Examination relevant literature

Students will be asked to study and reference at least 6 of the following texts for their essay and 2 for their presentation

Adorno, Theodor W and Max Horkheimer (1997) *Dialectic of Enlightenment*, London and New York: Verso (pp. 94-137)

Alberoni, Francesco (1972) 'The powerless "elite": theory and sociological research on the phenomenon of the stars' in D. McQuail (ed) *Sociology of Mass Communications*. Harmondsworth: Penguin.

Anderson, Benedict. 1991a. *Imagined Communities: Reflections on the Origin and Spread of Nationalism*. 2nd Revised Edition. London; New York: Verso Books Introduction and Chapter 3

Appadurai, Arjun (1996) *Modernity at Large: Cultural Dimensions of Globalization*. Minneapolis, London: University of Minnesota Press (Introduction)

Arvidsson, A. (2006) *Brands: Meaning and Value in Media Culture*, London: Routledge, Chapter 6 'The brand as informational capital', esp. pp.130-135.

Benkler, Yochai. 2007. *The Wealth of Networks: How Social Production Transforms Markets and Freedom*. New Haven Conn.: Yale University Press. (introduction)

Bourdieu, Pierre (1990) *Language and Symbolic Power*. Cambridge: Polity, chapter 7, 'On symbolic power'.

Castells, Manuel. 2007. "Communication, Power and Counter-Power in the Network Society." *International Journal of Communication* 1 (1): 29.

Chadha, K. and A. Kavoori (2005) 'Globalization and National Media Systems: Mapping Interactions in Policies, Markets and Formats', in Curran, J. and Gurevitch, M. (eds.) *Mass Media and Society*, Fourth Edition. London: Arnold.

Cottle, S. (2003) *Media Organization and Production*. London: Sage. (Introduction) Curran, J. (2005) 'Mediations of Democracy', in Curran, J. and Gurevitch, M. (eds.) *Mass Media and Society*, Fourth Edition. London: Arnold. 122-149.

Cova, B. and Dalli, D. (2009) 'Working Consumers: the next step in marketing theory?', in *Marketing Theory*, 9(3): 315-39.

Curran, J. (2002) *Media and power*. London: Routledge (Chapter 2) Curran, J. and J. Seaton (2002) *Power without responsibility*. London: Routledge. (Introduction)

Davis, A. (2013) *Promotional Cultures*, (Chapters 10 and 5)

Dijk, José Van, and David Nieborg. 2009. "Wikinomics and Its Discontents: A Critical Analysis of Web 2.0 Business Manifestos." *New Media & Society* 11 (5): 855-74.

Gillespie Tarleton (2018) *Custodians of the Internet: Platforms, Content Moderation and the hidden Decisions that shape Social Media* (Chapter



One) Yale University Press.

Gitlin, Todd (2001) *Media Unlimited*. New York: Henry Holt. Especially introduction

Habermas, Jurgen (2006) 'The Public Sphere: An Encyclopedia Article' in *Media and Cultural Studies Keywords, Revised Edition* Durham M G and Douglas M Kellner (Eds.) Malden, Oxford, Carlton: Blackwell Publishing, pp.73-79

Hall, S. (1977) 'Culture, the Media and the Ideological Effect', in Curran, James & Gurevitch, Michael (eds.) (1996) *Mass Media and Society* London: Edward Arnold

Herman and McChesney, "The Rise of Global Media" (chap. 1 in Parks and Kumar)

Introne, Joshua, Irem Gokce Yildirim, Luca Iandoli, Julia DeCook, and Shaima Elzeini. "How People Weave Online Information Into Pseudoknowledge." *Social Media + Society*, (July 2018). doi:[10.1177/2056305118785639](https://doi.org/10.1177/2056305118785639).

J. and Gurevitch, M. (eds.) *Mass Media and Society*, Third Edition. London: Arnold.

Karmak, E (2010) 'Challenges in the Mediatizing of a Corporate Brand: Identity-Effects as LEGO Establishes a Media Products Company' in Chouliaraki, L and Morsing, M eds. *Media, Organizations and Identity*, Houndsmill, Basingstoke: Palgrave Macmillan

Kellner, Douglas (2009) 'Barack Obama and Celebrity Spectacle', *International Journal of Communication* 3: 715-731

Lash S and C Lury (2007) *Global Culture Industry: The Mediation of Things*, Polity, Cambridge, Chapter 6 extract

Littler, J. (2009) 'Celebrity CEOs and the cultural economy of tabloid intimacy' in S. Holmes (ed) *Stardom and Celebrity: a Reader*. London: Sage

Marwick A and Lewis R (2017) *Media Manipulation and Disinformation*, Report *Data and Society* <https://datasociety.net/library/media-manipulation-and-disinfo-online/>

Napoli (2019) *Social Media and the Public Interest: Media Regulation in the Disinformation Age*,

New York, NY: Columbia University Press, 2019

O'Reilly, Tim. 2005. *What Is Web 2.0: Design Patterns and Business Models for the Next Generation of Software*. 1 edition. O'Reilly Media.

Rojek (2001) *Celebrity*, Reaktion Books, London, extracts from chapters one and two

Said, Edward (2003). 'Introduction'. *Orientalism*. London: Penguin.

Shirky, Clay. 2008. *Here Comes Everybody: The Power of Organizing Without Organizations*. New York: Penguin Books. (introduction)

Sreberny, A. (2000) 'The Global and the Local in International Communications', in Curran,

Thompson, J. B. (1990) 'Introduction', in *Ideology and Modern Culture*, Cambridge: Polity.

Thompson, John (1995) *The Media and Modernity*, Polity, pp. 10-31

Tomilison, John (2002) *Cultural Imperialism: A Critical Introduction* Conitnuum International Publishing Group (Introduction)

Van Dijck, J. (2013) *The Culture of Connectivity: A critical History of Social Media* (Chapter Two). Oxford: Oxford University Press.

Willmott, H. (2010) 'Creating 'value' beyond the point of production: branding, financialization and market capitalization', in *Organization*, 17(5): 1-26

Zhao, Y. (2004) 'The State, The Market and Media Control in China', in Thomas, P and Nain, Z., eds. *Who Owns the Media?* London and New York: Zed Books

Zuboff, Shoshana. 2019. *The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power*. 1 edition. New York: Public Affairs. (Introduction or chapter three)

Zwick, D., Bonsu, S. K. and Darmody, A. (2008) 'Putting Consumers to Work: "Co-creation" and new marketing governmentality', *Journal of Consumer Culture*. 8 (2): 163-193. Tapscott, D. and Williams, A. D. 2006: *Wikinomics. How Mass Collaboration Changes Everything*. New York: Portfolio.



Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 12 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 26 January 2023);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 20 March 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 20 March 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the de-registration period in CW 15 (Monday, 10 April 2023).