

COGR 294: History of Communication Research

Kelly Gates
Fall 2007, Wed 9am-12noon
Ofc hrs: Wed 1-2 or by appt
Email: kagates@ucsd.edu

Course Description

The purpose of this course is to introduce incoming graduate students to the intellectual history of communication research. The field of communication is one with porous boundaries and a scattered genealogy, and communication itself has been conceptualized in radically different ways. Since its inception, this department has sought to challenge and extend communications research traditions, rather than reproduce established orthodoxies. Therefore, this seminar considers some of the conventional ways that the field of communication has been defined and studied, while also weaving in alternative approaches and interventions.

These complex aims make for a challenging and wide selection of readings. Some of the readings explore arguments and theories in themselves, others serve as a history of ideas, and still others serve as historical context. Part of your task is to place the readings in relation to one another – to see how they enter into an intellectual conversation. This course does not provide an exhaustive overview of the field but an outline of some of the key debates. Any single set of debates may become the backdrop for your own research interests, but it also helps to understand how your interests relate to other, less immediately relevant research traditions. As we go along, it should become clear that there is no one definitive history of communication research – we are also examining the *historiography* of communication research and at times actively intervening in its construction. Of course, this does not mean that what we have to say will take the place of what others have said before us. To paraphrase Marx, we make our own history, but not as we please.

Requirements

Active participation in every class is required, so come to class ready to discuss the readings. To facilitate discussion, students are required to write 3 reader response papers during the quarter, to be written in advance of the classes in which we discuss the readings. You can either distribute the paper to seminar participants (including me) by email before class, or present the paper in class. (You will sign up for specific classes the second week of class. Choose dates based on the best time for you to complete these writing assignments, rather than based on preferred themes/topics, as the schedule of readings may be revised.) These papers will be worth 20% each, for a total of 60% of your final grade. In addition, students will be required to write a final paper in the form of a critical synthesis of selected course texts, worth 40% of your final grade.

Required Texts

The required readings will be made available through course e-reserves.

Course Outline and Readings

The following schedule of readings is tentative and may be revised in major or minor ways throughout the quarter.

Oct 3: Introduction

Schramm, W. (1983). The unique perspective of communication: A retrospective view. In *Journal of communication* 33, 3, 6-17.

Rogers, E. and Chaffee, S. (1993). The past and the future of communication study: Convergence or divergence? In *Journal of communication* 43, 4, 125-131.

Peters, J.D. (1993). Genealogical notes on "the field." *Journal of communication* 43, 4, 132-139.

Wahl-Jorgensen, K. (2004). How not to found a field: New evidence on the origins of mass communication research. *Journal of communication* 55, 3, 547-564.

Curran, J. and Park, M. (2000). Beyond globalization theory. In J. Curran and M. Park (Eds.). *De-westernizing media studies*, pp. 3-18.

Oct 10: Macro-theoretical roots: The legacy of the Enlightenment; modernity and its discontents

Manuel, Frank E. (1965). Introduction. In Manuel (Ed.). *The Enlightenment*. Englewood Cliffs, NJ: PrenticeHall, Inc., pp. 1-16.

Kant, Immanuel (1784/1995). What is Enlightenment? In Kramnick (Ed.) *The portable Enlightenment reader*. NY: Penguin, pp. 1-7.

Foucault, Michel (1984). What is Enlightenment? In Rabinow (Ed.). *The Foucault reader*. NY: Pantheon, pp. 32-50.

Habermas, Jürgen (1991). The public sphere: An encyclopedia article. In C. Mukerji and M. Schudson (Eds.) *Rethinking popular culture*, pp. 398-404.

Marx, Karl (1848/1978). Manifesto of the Communist Party. In R. Tucker (Ed.) *The Marx-Engels Reader*. Norton, pp. 469-500.

Berman, Marshall (1998 May 11). Unchained Melody. *The Nation*. 11-16.

Felski, Rita (1995). *The gender of modernity*. Cambridge, MA: Harvard U. Press, pp. 11-22.

Recommended:

Locke, John (1690). *An essay concerning human understanding*.

Marx, Karl (1852/1978). The Eighteenth Brumaire of Louis Bonaparte. In Tucker (Ed.) *The Marx-Engels Reader*. Norton, pp. 594-617.

Berlin, Isaiah (1980). The Counter-Enlightenment. In Berlin (Ed.) *Against the current: Essays in the history of ideas*. NY: Viking. 1-24.

Foucault, Michel (1991). Governmentality. In Burchell, Gordon, and Miller (Eds.) *The Foucault effect: Studies in governmentality*. Chicago: U. of Chicago Press, pp. 87-104.

Schudson, Michael. (1998). *The good citizen: A history of American civic life*. Cambridge, MA: Harvard U. Press.

Oct 17: The 19th Century rise of the social sciences

Durkheim, E. (1938). *The rules of sociological method*. NY: Free Press, pp. xliii-liiii, 1-13, 27-46.

Weber, Max (1904/1958). *The Protestant ethic and the spirit of capitalism*. NY: Scribner, pp. 13-31; 180-183.

Weber, Max (1946). Science as vocation. In H. Gerth and C. Wright Mills (Eds.) *From Max Weber: Essays in Sociology*. Oxford U. Press.

Hacking, Ian (1991). How should we do a history of statistics? In Burchell, Gordon, and Miller (Eds.) *The Foucault effect: Studies in governmentality*. Chicago: U. of Chicago Press, pp. 181-196.

Anderson, Benedict (1983/1991). Census, Map, Museum. In *Imagined communities*. NY: Verso, pp. 163-186.

Appadurai, Arjun (1996). Number in the colonial imagination. In *Modernity at large: Cultural dimensions of globalization*. Minneapolis: U. of Minnesota Press, pp. 114-135.

Recommended:

Foucault, Michel (1978). *The history of sexuality: An introduction. Vol I*. Hurley (Trans.) Random House.

Sekula, Alan (1986). The body and the archive. *October* 39, 3-64.

Giddens, Anthony (1978). Positivism and its critics. In Bottomore and Nisbet (Eds.) *A history of sociological analysis*. NY: Basic Books, pp. 129-156.

Durkheim, Emile (1973). Sociology in France in the nineteenth century. In Bellah (Ed.) *Emile Durkheim on Morality and Society*. Chicago: U. of Chicago Press, pp. 3-22.

Oct 24: Society, culture, and the individual

Simmel, Georg. (1903/1964). The metropolis and mental life. In Wolff (Ed.) *The sociology of Georg Simmel*. Free Press, pp. 409-424.

Mead, George Herbert. (c1913/1972). Self. In Strauss (Ed.) *George Herbert Mead: On social psychology*. Chicago: U. of Chicago Press, pp. 199-246.

Durkheim, Emile. (1912/1995). *The elementary forms of the religious life*. Fields (Trans.) NY: Free Press, pp. 13-33; 235-267.

Cole, Michael (n.d.). The cultural-historical tradition in psychology and the rise of communication as a new academic discipline. pp. 1-39.

Recommended:

Sapir, Edward (1934). Language. *Encyclopedia of the social sciences*.

Luria, A. R. (1976). *Cognitive development*. Harvard U. Press.

Cole, Michael (1996). *Cultural psychology*. Harvard U. Press.

Oct 31: WWI and its aftermath: The “mass” and the “public”

Lippmann, Walter (1922). *Public opinion*. NY: Free Press, pp. 3-20; 233-238; 250-257.

Lasswell, Harold (1927/2004). “The results of propaganda,” from *Propaganda technique in the world war*. In Peters (Ed.) *Mass communication and American social thought: Key texts, 1919-1968*. Lanham, MD: Rowman and Littlefield, pp. 47-50.

Dewey, John (1927). Ch 5: “Search for the great community.” *The public and its problems*, pp. 143-184.

Czitrom, Daniel (1982). *Media and the American mind from Morse to McLuhan*. Chapel Hill, NC: University of North Carolina Press, pp. 91-133.

Mills, C. Wright (1956). The mass society. In *The power elite*. NY: Oxford U. Press, pp. 298-324.

Recommended:

Hobsbawm, Eric (1994). *The age of extremes: A history of the world, 1914-1991*. NY: Vintage.

Cooley, C.H. (1909). Part II: Communication. In *Social Organization*.

Carey, James (1992). Receiving media and mass. In *Communication as culture*.

DeBauche, Leslie M. (1997). *Reel patriotism: The movies and World War I*.

Peters, John Durham (1996). The uncanniness of mass communication in interwar social thought. *Journal of communication* 46, 3, 108-12.

Cantril, Hadley (1971). The invasion from Mars. In Schramm and Roberts (Eds.) *Process and effects in mass communication*. Urbana: U. of Illinois Press pp. 579-595.

Nov 7: Post-WWII emergence of the dominant paradigm...Limited effects / Wilbur Schramm

Lazarsfeld, Paul (1941/2004). Administrative and critical communications research. (From *Studies in Philosophy and Social Science*.) In Peters, J.D. (Ed.) *Mass communication and American social thought: Key texts, 1919-1968*. Rowman and Littlefield, pp. 166-173.

Lazarsfeld, Paul and Merton, Robert K. (1948/2004). Mass communication, popular taste, and organized social action. In Peters (Ed.) *Mass communication and American social thought: Key texts, 1919-1968*. Lanham, MD: Rowman and Littlefield, pp. 230-241.

Lazarsfeld, P. and Katz, E. (1955). *Personal influence*. NY: Free Press, pp. 15-42; 116-133; 137-143; 175-186.

Katz, E. (1987). Communications research since Lazarsfeld. *The public opinion quarterly* 51, S25-S45.

Rogers, Everett (1994). *A history of communication study*. NY: Free Press, 10-29; 445-495.

Simpson, C. (1993). U.S. mass communication research, counterinsurgency, and scientific 'reality.' In *Ruthless criticism: New perspectives in U.S. communication history*. University of Minnesota Press, pp. 313-348.

Recommended:

Lazarsfeld, Paul F. (1941) Remarks on administrative and critical communications research. In *Studies in philosophy and social science* v9, n1, 2-16.

Lazarsfeld, Paul. (1960). An episode in the history of social research: A memoir. In Flemming and Bailyn (Eds.) *The intellectual in Europe and America, 1930-1960*. Harvard U. Press.

Barton, A. (1982). Paul Lazarsfeld and the invention of the University Institute for Applied Research. In Helzner and Nehnevagisa (Eds.). *Organizing for social research*.

Czitrom, Daniel. (1982). *Media and the American mind from Morse to McLuhan*. Chapel Hill, NC: University of North Carolina Press, pp. 133-146.

Simpson, C. (1994). *Science of coercion: Communication research and psychological warfare, 1945-1960*. Oxford U. Press.

Nov 14: Critical theory and other critiques of the dominant paradigm

Horkheimer, M. and Adorno, T. (1947). The culture industry: Enlightenment as mass deception. In *Dialectic of Enlightenment*, pp. 94-136.

Mills, C. Wright. (1959). *The sociological imagination*. Oxford U. Press.

Recommended:

Marcuse, Herbert (1964). *One-dimensional man*. Boston: Beacon.

Jay, Martin (1996). *The dialectical imagination: A history of the Frankfurt School and the Institute for Social Research 1923-1950*. Berkeley: U of California Press.

Gitlin, T. (1978). Media sociology: The dominant paradigm. *Theory and society* 6, 205-253.

Nov 21: “Development” theory and the “cultural imperialism” critique

Schramm, W. (1964). *Mass media and national development: The role of information in the developing countries*. Stanford U. Press, pp. 20-57.

Rogers, E. (1978). The rise and fall of the dominant paradigm. *Journal of communication* 28, 1, 64-69.

Schiller, Herbert (1969). *Mass communications and American empire*. pp. 45-61; 95-169.

Fanon, Frantz (1961/1968). “The pitfalls of national consciousness” and “On National Culture.” In *The wretched of the earth*. Grove Press.

Recommended:

Fanon, Frantz (1959/1965). This is the voice of Algeria. In *A dying colonialism*. Available online at: <http://www.warmcove.com/texts/fanon.html>

Freire, Paulo (1970). *Pedagogy of the oppressed*.

Spivak, G. C. (1988). Can the subaltern speak? In C. Nelson & L. Grossberg (Eds.), *Marxism and the interpretation of culture*. Urbana, IL: University of Illinois Press, pp. 271-313.

Schiller, Dan (1996). The opening toward culture. In *Theorizing communication: A history*. NY: Oxford U. Press, pp. 88-131.

Nov 28: Cultural studies, Feminism, and Critical Race Theory

Williams, Raymond (1980/1991). Base and superstructure in Marxist cultural theory. In Mukerji and Schudson (Eds.). *Rethinking popular culture: Contemporary perspectives in cultural studies*. LA: U. of California Press, pp. 407-423.

Hall, Stuart (1990). The emergence of cultural studies and the crisis of the humanities. *October* 53, pp. 11-23.

Grossberg, L. (1992). *We gotta get out of this place: Popular conservatism and postmodern culture*. NY: Routledge, pp. 1-67.

Mulvey, L. (1975). Visual pleasure and narrative cinema. *Screen*.

Treichler, P. and Wartella, E. (1986). Interventions: Feminist theory and communication studies. *Communication* 9, 6, 1-18.

Gilroy, P. (1992). Cultural studies and ethnic absolutism. In Grossberg, Nelson, and Treichler (Eds.) *Cultural studies*. Routledge, pp. 187-198.

Recommended:

Gramsci, Antonio (1929-1935). *Prison notebooks*.

Althusser, Louis (1970). Ideology and ideological state apparatuses.

Williams, Raymond (1965). *The long revolution*.

Hall, Stuart (1977). Culture, the media, and the “ideological effect.” In Curran, Gurevitch, and Woollacott (Eds.) *Mass communication and society*.

Hall, Stuart (1980). Encoding/Decoding. In *Culture, media, language: Working papers in cultural studies*, pp. 128-138.

Hall, Stuart (1992). Cultural studies and its theoretical legacies. In Grossberg, Nelson, and Treichler (Eds.). *Cultural studies*. NY: Routledge, pp. 277-294.

Alcoff, L. (1994). Cultural feminism versus post-structuralism: The identity crisis in feminist theory. In Dirks, Eley, and Ortner (Eds.) *Culture/Power/History*. Princeton: Princeton U. Press, pp. 96-122.

Grossberg, Lawrence (1984/1997). Strategies of Marxist cultural interpretation. In *Bringing it all back home*. Duke U. Press, pp. 103-138.

Grossberg, Lawrence (1993). Can cultural studies find true happiness in communication? *Journal of communication* 43, 89-97.

Grossberg, Lawrence (1996). Toward a genealogy of the state of cultural studies: The discipline of communication and the reception of cultural studies in the United States. In Nelson and Gaonkar (Eds.) *Disciplinary and dissent in cultural studies*. NY: Routledge, pp. 131-148.

Carey, James (1989). A cultural approach to communication. In *Communication as culture*. NY: Routledge, pp. 13-36.

Dec. 5: Media forms, history, and social change

McLuhan, Marshall (1964). *Understanding media*. McGraw-Hill, pp. 3-21.

Baudrillard, J. (1983). The implosion of meaning in the media. *In the shadow of the silent majorities, or, the end of the social and other essays*. Semiotext(e), pp. 95-110.

Eisenstein, Elizabeth (1983). *The printing revolution in early modern Europe*. Cambridge U. Press, 42-107.

Carey, James (1989). Technology and ideology: The case of the telegraph. In *Communication as culture*. Unwin Hyman, 201-230.

Warner, Michael (1990). The cultural mediation of the print medium. In *The letters of the Republic: Publication and the public sphere in Eighteenth-century America*. Cambridge: Harvard U. Press, 1-33.

Williams, Raymond (1975). The effects of the technology and its uses. In *Television: Technology and cultural form*. NY: Schocken.

Recommended:

Czitrom, Daniel (1982). Metahistory, mythology, and the media: The American thought of Harold Innis and Marshall McLuhan. In *Media and the American mind from Morse to McLuhan*. Chapel Hill, NC: University of North Carolina Press, 147-182.

Benjamin, W. (1936). The work of art in the age of mechanical reproduction.

Ong, Walter (1982/2002). *Orality and literacy*. NY: Routledge.

John, Richard (1995). *Spreading the news*. Harvard U. Press.

Marvin, Carolyn (1988). *When old technologies were new*. NY: Oxford U. Press.

Douglas, Susan (1987). *Inventing American broadcasting: 1899-1922*. John Hopkins U. Press.

Carey, James (1989/1992). Space, time, and communications: A tribute to Harold Innis. In *Communication as culture*. NY: Routledge.

Nerone, John. (2006). The future of communication history. *Critical studies in media communication* 23, 3, 254-262.