

ANT 4930 Media Anthropology

University of Florida

Spring 2021

Instructor: Christopher LeClere

Contact: CLeClere@ufl.edu / 704.412.7874

(Do not Facebook message or WhatsApp me important questions. I will only respond to those types of questions from a UFL e-mail address.)

Credit Hours: 3

Class Location: Online

Meeting Times: T 9:35-11:30 / R 10:40-11:30

Office Location/ Office Hours:

Wednesday 2-4 / Friday 2:30-3:30 I am also available by appointment which is preferred.

Course Description

Anthropological approach to cultural practices of media production, circulation, and consumption. Examination of media as an assemblage of culturally and spatio-temporally specific entities and practices. Use of contemporary theory and ethnographic case studies to distinguish the anthropological inquiry of media from other disciplines, such as cultural studies and mass communications

Course Pre-requisites: *None.*

Required Text(s) and Supplemental Readings:

Required Textbooks:

Media Anthropology. Eric Rothenbuhler & Mihai Coman. ISBN: 1412906709

Course Requirements and Methods of Assessment:

Readings: While this is a practical course, you need to complete the readings for each class to fully appreciate the theoretical aspects of visual ethnography and participate in the discussion.

Each Tuesday you are expected to pick a film, article, news story, or other piece of media that relates to that week's topic and write a 100 word minimum response relating it to that week's readings / topic. This should be uploaded to Canvas by 5:00pm on Monday. You should come to class prepared to discuss your media and what others have posted.

In addition, you will complete 5 image essays throughout the semester. In these essays you will pick an image from the mainstream media and include the caption. Write a 250 word essay discussing how the image was used in conjunction with the story and how it plays into two of the articles we have read for class. The week you submit an image you should be prepared to discuss it with the class. I will need the image and essay by 5:00pm the day before.

There will be a 1,000 word midterm assignment covering the discussions up to that point.

You are also expected to complete a project. We will cover this later, but projects can be an app, photo essay, film, poster, or other approved “deliverable”. You will also write a 1,000 word essay discussing the anthropological value of that project.

<u>Assignments:</u>	<u>Points:</u>	<u>Total:</u>
5 Photo essays	25 points	125 points
11 Media Responses	10 points	110 points
1 Midterm	50 points	50 points
1 Project	50 points	50 points
1 Essay	50 points	50 points
Total:	385 points	

Extra Credit: There are five opportunities for extra credit throughout the semester. You may complete three for a total of 30 points. One is volunteering with the Jacksonville Film Festival. Work a shift and write a 250 word minimum (one page double spaced) essay about your experience. The festival is February 5-7 and I have volunteer forms. I will be at the festival so I will know if you actually volunteered.

We will also have four virtual film screenings throughout the semester over Zoom. Attend a screening and write a 250 word essay for extra credit.

Late work: Will be accepted on a case by case basis. I may ask for documentation depending on the circumstances. **NO WORK WILL BE ACCEPTED AFTER April 30th.**

Grading Scale:

A	100 – 93	C+	79 – 77
A-	92 – 90	C	76 – 73
B+	89 – 87	C-	72 – 70
B	86 – 83	D+	69 – 67
B-	82 – 80	D	66 – 60
		F	59 – 0

Class Attendance Policy:

Students should do their best to come to each class. Since this is a practical course it is very hard for you to catch up on missed classes. If you are absent on a day when an assignment is due without a valid reason (illness, death), you must email it to me BEFORE the start of class for it to be counted as “on-time”. The instructor reserves the right to ask for proof to substantiate an excused absence.

Academic Honesty:

Cheating, plagiarism, violation of test conditions, complicity in dishonest behavior, or other falsification of academic work is a serious breach of College expectations and is subject to immediate disciplinary action.

Plagiarism: There is no more serious academic offense than plagiarism. Plagiarism is academic theft, where the writer passes off as his or her own the ideas or words of another. If you are guilty of plagiarism you will receive a score of zero for that project and will not have the opportunity of re-submission. Plagiarism is an honor violation. You must be familiar with the

College's policies on plagiarism. If you have any questions please refer to the University's Honor Code which is available online at:
<http://www.registrar.ufl.edu/catalog/policies/students.html>.

Unless the idea is your own you must acknowledge the source. Unless the data that you employ in your research is original you must also identify the source of that data. Because so many students have mistaken ideas of what constitutes plagiarism, I want to make the following rules explicit:

Citations: All sources that you use in preparing the text of your paper, any illustrations, or tables of data, must be properly cited. Even if you have paraphrased the idea, you must attribute it to the original author.

You should keep all of your notes, computer printouts, until the end of the semester. If I have any questions about source(s) of your information or the originality of your work I will ask to see your notes and supporting documents. Failure to produce these will serve as evidence for plagiarism.

If you are caught plagiarizing, you will receive a 0 grade on the assignment.

Electronic Devices: Silence electronic devices during class. Let me know in advance if you carry a special device for particular purposes (e.g. staying in contact with children, monitoring pregnancy, etc.) All electronics (phones, laptops, ect.) are for note taking and research only.

Statement on Disabilities:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. The Disability Resource office is located in 001 Reid Hall. Further information can be found at www.dso.ufl.edu/drp.

Mental Health:

The university offers confidential counseling services to help students deal with personal concerns that interfere with learning and academic progress. The Counseling Center's professional counselors provide individual and group counseling and crisis intervention on short-term and emergency issues as well as consultation and referral services. All services are strictly confidential and are not part of students' college records.

1. University Counseling Center, 301 Peabody Hall, 392-1575
2. Student Mental Health, Student Health Care Center, 391-1171 (personal counseling)
3. Sexual Assault Recovery Services (SARS), Student Health Care Center, 392-1161
4. Career Resource Center, Reitz Union, 392-1601

Course Schedule (Subject to Change, Check Canvas for the Latest)

EL – Elearning / Page Numbers are from Media Anthropology

Date	Topic	Reading	Due	Notes:
1/12	Intro	Syllabus / Introductions		
1/14	Intro	Promise of a Media Anthropology (1-11) Media Anthropology: An Introduction (17-22)		
1/19	Media Anthro	Proposal for Media Anthropology (36-44) Cultural Anthropology & Mass Media (46-54) Beyond Ethnocentrism in Comm (EL) Political Polarization along the Rural-Urban Continuum (EL)		
1/21	Media Anthro	Picturing Practices (149-160) A Film About Itself (EL)		Man with a Movie Camera
1/26	Theory	Framing, Agenda Setting, and Priming (EL) Media Priming (EL) Framing as a Theory of Media Effects (EL) News Framing Theory (EL) Social Identity & Selective Exposure (EL)		
1/28	Theory	Reinforcing Spirals (EL) Elaboration Likelihood Model (EL) The Two-Step Flow of Communication (EL) Influentials, Network, and Public Opinion (EL) Uses and Gratifications Theory (EL) Diffusion of Innovation Theory (EL)		
2/2	Museums	Museums as a Way of Seeing (EL) Resonance and Wonder (EL) Trusting Online Museums (EL)		
2/4	Museums	Comparing Off and Online Galleries		The Couple in the Cage
2/9	Technology	The Tech & The Society (EL) Growing up with Television (EL) - Understanding New Digital Media (EL)		The Camera that Changed the World
2/11	Films	Hollywood in the USA (EL) Film Theory (EL) Context of Production (EL)		
2/16		Audience Ethnographies (139-147) Tongan Tradition of Cinema (EL) Television in Belize (EL)		
2/18		The Gaze of Western Humanism (EL) Being and Nothingness (EL)		Framing the Other
2/23	News	Checkology 101 InfoZones -Understanding Bias How News Shapes Civic Agenda (EL) Do parents still model news consumption (EL) News as Myth (101-110) News Stories and Myth (111-120) News as Stories (121-128)		

		The News as Cultural Narrative (220-228) The Journalist as Ethnographer (301-307)		
2/25	News	Resting Day		
3/2	News	-Belief echoes: The persistent effects of corrected misinformation (EL) - Echo chambers online (EL) -The nature and origins of misperceptions (EL) -Political attitudes and the processing of misinformation corrections (EL) - Misinformation or expressive responding? (EL)		
3/4	News	Guest Speaker - NBC News Washington Correspondent Tracie Potts (Zoom)		
3/9	News	Ground Zero (176-186) Myths to the Rescue (188-198) Telling a Story (210-218)	Midterm	
3/11	News	Guest Speaker – Desirée Msrkham (PhD Candidate in Mass Comm / Texas Tech)		
3/16	Identity	-Image-based culture. (EL) - Performing the looking-glass self: Avatar appearance and group identity in Second Life. -Media and Collective Identity (269-280)		
3/18	Identity	-Gender, Race, and Media Representations (EL) -The whiteness of nerds. (EL) - Advertising and Social Comparison (EL) -Advertising, politics and the sentimental education of the Indian consumer. -Culture in ad world: Producing the Latin look. (EL)		
3/23				Paris is Burning
3/25		Branded Content		
3/30		-Product Placement in Social Game: Consumer Experiences in China (EL) -The Gamification of Advertising (EL) - Media engagement and advertising (EL)		
4/1		Guest speaker Producer NPR’s Marketplace		
4/6		Consider Ethnofiction (EL) Reality in Ethnographic Film (EL) The Absent and the Cut (EL)		Vernon, Florida
4/8		Wrap-up and project discussions		
4/13		Project Screenings		
4/16		Project Screenings		
4/20		Project Screenings		
4/30		No Meeting – Project and Essays Due		