

Media & popular culture

(7,5 hp/15 hp)

Ph D course, ACSIS, Norrköping



This course is concerned with developments in mediated popular culture and how these developments relate to discourse and society. It consists of an introduction that examines mediated popular culture today and three parts with examples from contemporary research, covering different aspects of mediated popular culture. These are: 1) Games, with sports as example, 2) Fiction narratives: trends in storytelling and 3) Social relations and media.

During the course participants will investigate the relationships between the media and its content, cultural and social practices and technological developments. Perspectives include theories of cultural economy, media consumption, risk communication, historical analysis and gender analysis. The course will be useful for ph d students researching these phenomena but also for everyone interested in current trends and genres in global media culture. Students will have the opportunity to discuss their research with Swedish and Australian senior scholars working in the field.

The first theme, sports, concerns the importance of mediation for sports today, and in previous decades. Erling Bjurström will discuss sports, mediation and hooliganism while Helena Tovhed will provide an historical perspective on the representation of sports.

The second theme, new fiction narratives, concerns one of the main news of 2009 and its counterparts: the representations of viruses and disasters in the news, literature and film. Karin Ljuslinder will discuss how “the new flu” is presented in news media and how the narrative of the new flu deals with risk. Jerry Määttä will provide analysis of literature and fiction film portraying risk and disaster from a critical cultural perspective.

The third theme, social relations and media, concerns the private realms of new popular media. Anna Edin will discuss the phenomena of reality television and the mediation of everyday social life while Jenny Sundén will present research on online gaming and queer feminist theory.

Span: Students are credited with 7,5 Swedish university credits for active participation in the course or with 15 Swedish university credits for active participation and submission of a paper about the course’s literature and themes in relation to their own research.

Formal requirements: Students need to be accepted to a ph d program to participate in the course.

Cost: Participation in the course is free but students have to arrange and cover the cost of their own travel.

Sign up: Sign up before 1st of April by e-mailing Martin.Fredriksson@liu.se The course will accept a small group of participants so make sure to sign up as early as possible.

Start: 15th of April 2010

Place: ACSIS, Spetsen Level 5, Kungsgatan 38, Norrköping. All seminars will be held in the meeting room "Skvallerhörnan", with the exception of the seminar at 10 on April 22 that will be held in seminar room 5015, located on the same floor.

Course coordinator: Ann Werner, ACSIS and Gender Studies, Södertörn University (ann.werner@sh.se)

Program

Day 1: Thursday 15 April

10-12 Course introduction: Trends in media and popular culture today (Johan Fornäs (Södertörn University), Ann Werner (Södertörn University))

13-16 Sports in the media and mediated sports: an historical perspective and a contemporary example. (Helena Tolvhed (Malmö University College), Erling Bjurström (Linköping university))

Day 2: Thursday 22 April

10-13 Viruses and disasters: new fiction narratives in the media (Karin Ljuslinder (Umeå University), Jerry Määttä (Uppsala University))

14-16 Private meetings in the media: social media in Reality TV and World of Warcraft (Anna Edin (Gävle University College), Jenny Sundén (KTH))

Day 3: Tuesday 27 April

10-12 Paper ideas. Course participants will present their own research and their paper/article ideas for the course (Ann Werner)

13-16 Visit to IFK Norrköping soccer club, discussions with Johan Lindahl (IFK Norrköping), David Rowe (University of Western Sydney) and Erling Bjurström about sports and media.

Day 4: Thursday 29 April

11-15 Workshop at Södertörn University in Stockholm. Johan Fornäs (Södertörn University), David Rowe and Hilary He (University of Western Sydney) present research from CCR (Centre for Cultural Research, University of Western Sydney) and ACSIS (Association for Cultural Studies in Sweden, Linköping University). Göran Bolin, Staffan Ericsson and Stina Bengtsson (Södertörn University) present ongoing research in Media- and Communication Studies at Södertörn University.

After the course participants are welcome to turn in a course paper (approximately 10 pages) on mediated popular culture today. Topics will be discussed with the course coordinator beforehand. **Deadline: 31st of May**

Reading

15th of April

Fornäs, Johan, Karin Becker, Erling Bjurström & Hillevi Ganetz (2007): *Consuming Media: Communication, Shopping and Everyday Life*, Oxford/New York: Berg (228 pp).

Fornäs, Johan (2008): "Bridging Gaps: Ten Crosscurrents in Media Studies", *Media, Culture & Society*, 30(6): 895-905 (10 pp).

Storey, John (2003): *Inventing Popular Culture: From Folklore to Globalization*, Malden MA/Oxford: Blackwell (148 pp).

Evans, Jessica & David Hesmondhalgh (eds) (2005): *Understanding Media: Inside Celebrity*, Maidenhead: Open University Press (191 pp).

Bjurström, Erling (2009): "Violence for violence's sake", Johan Lundberg (ed.): *From The Return of Religion to The New Narrow-Mindedness*, Stockholm: Axess, pp. 178-188
(Distributed beforehand)

Hough, Ian (2007): *Perry boys: The casual gangs of Manchester and Salford*, Old Weightbridge: Milo Books 217p

Delia D. Douglas; "To be young, gifted, black and female: A meditation on the cultural politics at play in representations of Venus and Serena Williams", *Sociology of Sport* online: http://physed.otago.ac.nz/sosol/v5i2/v5i2_3.html

Mervi Tervo (2001): "Nationalism, sport and gender in Finnish sports journalism in the early twentieth century", *Gender, place and culture: a journal of feminist geography*, 8:4, (s. 357-373)

22nd of April

Sontag, Susan, 1966, "The Imagination of Disaster", *Against Interpretation and Other Essays*, (New York: Picador, 1966), ppt. 209-225

Yergensen, Brent, 2009, "Exploring Science as Salvation in Apocalyptic Films", Kylo-Patrick R. Hart & Annette M. Holba (eds.), *Media and the Apocalypse* (New York: Peter Lang,), ppt. 153-165

28 Days Later (feature film from 2002 directed by Danny Boyle)

Lupton, D, 1999, "Introduction: risk and sociocultural theory", In: Lupton, D (ed), *Risk and Sociocultural theory: new directions and perspectives*, Cambridge: Cambridge University Press, pp. 1-11

Ljuslinder, K; Westum, A, (to be submitted), 2009, "Risk Discourses in Media Reporting of Pandemics", *Risk and Society*, London: Routledge **(Distributed beforehand)**

van Loon, J, 2000, Virtual Risks in an Age of Cybernetic Reproduction, In: Adam, B; Beck, U; van Loon, J (eds) *The Risk Society and Beyond: critical issues for social theory*, London:Sage, pp 165-182

Kilborn, Richard (2003) *Staging the real: factual programming in the age of Big Brother*, Manchester/NY: Manchester University Press. Chapters 1-3.

Scannell, Paddy (1996): *Radio, Television and Modern Life*, Oxford: Blackwell Publishers, Chapters 1-12, 5-7.

van Zoonen, Lisbet, 2004."Desire and resistance: Big Brother and the recognition of everyday life", *Media, Culture and Society*, vol 23 no 5,

Carr, Diane (2003) "Play Dead: Genre and Affect in Silent Hill and Planescape Torment". *Game Studies*, 3(1) 2003.

Kennedy, Helen (2002) "Lara Croft: Feminist Icon or Cyberbimbo? On the Limits of Textual Analysis". *Game Studies*, 2(2) 2002.

Nardi, Bonnie & Harris, Justin (2006) "Strangers and Friends: Collaborative Play in World of Warcraft". Proceedings of the 2006 20th anniversary conference on Computer Supported Cooperative Work (CSCW), November 4-8, Banff, Alberta, Canada.

27th of April

Rowe, D. (2004) *Sport, Culture and the Media: The Unruly Trinity* (second edition). Maidenhead, UK: Open University Press.