Participatory Culture: Audiences, Viewers and Fans

Film Studies 212-02
Monday & Wednesday 12:00 – 1:50 pm
Curtin 104 (class will also occasionally meet in a computer lab)

Instructor: Katie Morrissey
Office: Curtin Hall 483
Email: morriss9@uwm.edu
Office Hours: Mon/Wed 2:00 – 3:00 pm (and by appointment). Also, lab drop-in hours TBA.

This class qualifies for DAC and GER credit.

>> Course Description

From audiences sitting in the dark of the theater, to impassioned fans at conventions, there are many ways for us to engage with media. Popular culture inspires our passion, our participation, and sparks public debate. This class explores different historical periods, their dominant media forms, and theories of reception associated with them. Then, we will use this historical perspective to help us ask questions about contemporary media and participatory culture.

This class looks at a variety of film, television, and digital media texts, including: *Gentlemen Prefer Blondes*, *The Color Purple*, *Battlestar Galactica*, remix projects, and major media franchises. We'll also check out different YouTube Channels, "play" a digital documentary together, and look at transformative works projects like *Wizard People Dear Reader*.

Now, get ready! As we move through the course we will be regularly engaging with different media together. You will be asked to reflect on your own experiences as viewers and think about the ways media texts position and engage *you*. We will also investigate the historical context of our course texts, how they were marketed, and the debates they instigated.

As we shift media platforms, our modes of analysis and expression will also shift. Our class projects will consist of:

1. A traditional paper which analyzes static images
2. A digital essay project which expands on and remediates project 1.
3. A creative and/or critical remix project.
4. A short essay reflecting on the work we've done this semester.

>> Texts and Materials

Our readings will be uploaded to the D2L course site (http://d2l.um.edu). You are free to save the articles and read them offline, print your own hard copies, or read them online.

The class will also be using computers to screen digital texts and do our own digital media work. As part of this class you will need access to a computer with an internet connection. You may also need to pay

$30(est) for software. To facilitate these digital projects and screenings, there will be times when we meet in a campus computer lab to work instead of the regular classroom. I will also be offering regular "drop-in hours" in a UWM computer lab so that anyone who needs it can meet with me to get additional help with their projects or simply have time to work.

>> Course Expectations and Requirements

Your final grade is calculated in the following way:

- Attendance & Participation (15%)
- Weekly D2L Posts (25%)
- Media Projects (50%)
- Reflective Essay (10%)

Attendance & Participation (15%)

Course participation is vital to your success in this class. Your opinions, feedback, and ideas are invaluable to your classmates. We want to hear your voice! Participation is not just about being present in class. Your participation grade takes into account your contributions in class, on D2L, and your overall preparation for class discussion.

It is important that you come prepared for class and ready to share your ideas and insights. If you are regularly unprepared for discussion and/or habitually miss assignments and screenings this will seriously impact your grade. Since this class relies heavily on the active participation and presence of all students, *missing more than six classes will result in an automatic failure of the class.* Using mobile phones and/or other electronic devices in class for non-class related reasons will also impact your participation grade.

If you miss a class:

- You are still responsible for turning in your work on time. (If you cannot attend, assignments should be posted to D2L or emailed to me.)
- You are responsible for speaking with your classmates to collect any documents, notes or news from that day.
- You are also expected to make up any missed screenings on your own time and come prepared for the next class.

Weekly Assignments (25%)

There are assignments due for every class. This will typically be a reading/screening response due on D2L (http://d2l.uwm.edu/) by 10:00am on the day of class. When written, each response is expected to be at least 200 words long. You will often find yourself writing more than a paragraph. However, these posting assignments will not always be in written form. These assignments are also an opportunity for skill building and preparing for the digital media assignments. Be ready to make screencaps, make video clips, and post/discuss links to various media online. We will go over the processes for these assignments regularly in class and requirements will be clearly stated on every assignment.

Strong D2L posts will work with the words of an author directly (i.e. using quotes) and use specific examples from the texts we screen in class (i.e. pointing to specific scenes/moments as evidence). I will build our class discussion around your responses, so come to class ready to discuss about what you have posted online.

Media Projects (50%) & Reflective Essay (10%)

In a class that's all about reception, engagement, and participatory culture, the texts *you* produce for class will be as important to our studies as the weekly screenings and readings. During this semester you will practice communicating your ideas using different media forms. Overall, you will produce a short reflective essay and three media analysis projects:

1. A traditional academic paper that incorporates and analyzes static images.

2. A digital essay project that remediates and expands on project 1.

3. A creative and/or critical remix project.

4. A short essay reflecting on these assignments and their connections to participatory culture.

We will spend time in class prepping for and working on these digital assignments. The weekly D2L assignments will help you build your tech skills. I have also made arrangements for the class to have access to computer labs on campus. I will hold drop-in hours at these labs ahead of project deadlines, both to offer you a space to work and help with troubleshooting. Each digital assignment will accommodate different levels of technical skill, from the first-timer to the more tech-savvy.

>> Email

I will frequently use email to contact the class in order to check in and communicate reminders as needed. Please be careful to regularly check your email, even on the days we do not have class.

You are also welcome to email me with any questions and concerns you have about the class or your work. I generally respond to email quickly and you can expect a response in 24 hours. If you do not receive a response from me in 1-2 days, please email me again. It's rare, but I do receive a lot of email daily. Occasionally someone gets lost in the shuffle or inexplicably stuck in a spam/junk mail filter.

>> Technology in the Classroom

Because smartphones and computers can be helpful tools, you are encouraged to bring technology to class. However, it is expected that you will turn off the ringers on your phones and only use these tools for class-related purposes. I reserve the right to ask anyone abusing this policy to put away the device or leave class.

>> Course Screenings

As this is a media studies course, most weeks you'll be screening a film, a television program or a digital media piece to accompany the readings. Course screenings are held during class time and attendance is expected. If you miss a screening it is counted as an absence and you must make up the screening on your own time. You should be able to find all the materials we screen in class in the UWM Media Library, at your local public library, or with your preferred media rental source. If, for any reason, you cannot find the screening on your own, you are responsible for contacting me and so that I can help you make arrangements to screen it.

>> Content Warning

During this semester we will be discussing different subjects, watching films, and reading texts that may represent beliefs and life experiences that are different than your own. The readings and screenings for this course may contain adult material. Please read the course calendar carefully. If you have any reservations, for whatever reason, about watching, reading, or discussing any of this content, contact me during the first week of class.

Course Schedule

Week & Topic	Assignments
Week 1: 1/22 *Getting Started*	**Wednesday, 1/22** Introduction to the class.
Week 2: 1/27 - 1/29 *Mass Culture, Mass Effects, Mass Panics*	**Monday, 1/27** *Read:* T.W. Adorno, "On Popular Music," *Soundscapes* (v2, January 2000). On D2L. *Post:* D2L Response Due 10am. *In class:* Discuss/work through Adorno as a group. Look at examples. **Wednesday, 1/29** *Read*: Martin Barker, "The Newson Report: A Case Study in 'Common Sense'" *Audience Studies Reader*. On D2L. *Post:* D2L Response Due 10am. *In class:* Continue to discuss/work through Adorno & Baker as a group. Look at examples.
Week 3: 2/3 – 2/5 *Gazing at Bodies (p1)*	**Monday, 2/3** *Read:* Laura Mulvey, "Visual Pleasure and Narrative Cinema," *Screen* (v16i3, 1975). On D2L. *Post:* D2L Response Due 10am. *In class:* Discuss Mulvey and begin *Gentlemen Prefer Blondes* (1953, 91min). **Wednesday, 2/5** *Read:* Alexander Doty, "There's Something Queer Here," *The Gender & Media Reader*. On D2L. *Post:* D2L Response Due 10am. *In class:* Finish *Gentlemen Prefer Blondes* (1953). Discuss film and readings.
Week 4: 2/10-2/12 *Gazing at Bodies (p2)*	**Monday, 2/10** *Read:* Steve Neale, "Masculinity as Spectacle: Reflections on Men & Mainstream Cinema," *Screen* (v24i6m 1983). On D2L. *Post:* D2L Response Due 10am. *In class: Drive* (2011, 100 min) **Wednesday, 2/12** *Post:* D2L Response Due 10am. *In class:* Gaze bonanza! Discuss readings, *Gentlemen Prefer Blondes & Drive*.

Week & Topic	Assignments
Week 5: 2/17 – 2/19 *Fan "Mania"*	**Monday, 2/17** *Read:* Barbara Ehrenreich, Elizabeth Hess, Gloria Jacobs, "Beatle Mania: Girls Just Want to Have Fun," *Audience Studies Reader.* On D2L. *Post:* D2L Response Due 10am. *In class: Hard Days Night* (1964, 87min) **Wednesday, 2/19** *Post:* D2L Response Due 10am. *In class:* Discuss *Hard Days Night* and reading.
Week 6: 2/24 – 2/26 *Audiences, plural*	**Monday, 2/24** *Read:* Jackie Bobo, "*The Color Purple*: Black Women as Cultural Readers," *Audience Studies Reader.* On D2L. *Post:* D2L Response Due 10am. *In class:* Begin *The Color Purple* (1985, 154min) **Wednesday, 2/26** *Read:* Stuart Hall, "Encoding/Decoding," *Media & Cultural Studies*. On D2L. *Post:* D2L Response Due 10am. *In class:* Finish *The Color Purple* (1985) and discuss readings.
Week 7: 3/3 – 3/5 *TV: Technology & Audiences*	**Monday, 3/3** *Read:* Raymond Williams, "The Technology & the Society," *New Media*. On D2L. *Post:* D2L Response Due 10am. *In class:* Television screenings TBD. **Wednesday, 3/5** *Read:* Jason Mittell, "Exchanging Audiences," *TV & American Culture*. On D2L. *Post:* D2L Response Due 10am. *In class:* Discuss readings. Additional screenings TBD. **PROJECT ONE DUE FRIDAY, 3/7 AT 11:59PM IN D2L DROPBOX.**
Week 8: 3/10 – 3/12 *TV as a Cultural Forum*	**Monday, 3/10** *Read:* Horace Newcomb & Paul Hirsch, "Television as a Cultural Forum," *Television: The Critical View*. On D2L. *Post:* D2L Response Due 10am. *In class:* Watch *All in the Family* and discuss reading. **Wednesday, 3/12** *Read:* Amanda Lotz, "What Is U.S. Television Now?" *Annals, AAPSS* (v625 i1). On D2L. *Post:* D2L Response Due 10am. *In class:* Discuss reading. Additional TV screenings TBD.
Week 9: 3/17 – 3/23	SPRING BREAK

Week & Topic	Assignments
Week 10: 3/24 – 3/26 *Film & the Internet*	**Monday, 3/24** *Read:* J.P. Telotte, "The *Blair Witch Project* Project," *Film Quarterly* (v54i3)*.* On D2L. *Post:* D2L Response Due 10am. *In class: The Blair Witch Project* (1999, 81min) **Wednesday, 3/26** *Post:* D2L Response Due 10am. *In class:* Discuss *The Blair Witch Project* (1999) and the *Blair Witch* website.
Week 11: 3/31– 4/2 *Cult TV*	**Monday, 3/31** *Read:* Matt Hills, "Cult TV," *Television Studies Reader*. On D2L. *Post:* D2L Response Due 10am. *In class: Doctor Who* (various episodes) **Wednesday, 4/2** *Post:* Project two outline due on D2L 10am. (No regular post today.) *In class:* Discuss cult-television past & present. **PROJECT TWO OUTLINE DUE INSTEAD OF REGULAR WEDNESDAY POST.**
Week 12: 4/7 – 4/9 *From Cult TV to Participatory TV*	**Monday, 4/7** *Read:* Derek Johnson, "Inviting Audiences In," *New Review of Film & TV Studies* (v5i1). On D2L. Henry Jenkins, "Interactive Audiences," *New Media Book.* (Excerpt.) On D2L. *Post:* D2L Response Due 10am. *In class:* Watch *Battlestar Galactica: The Resistance*. Discuss readings. **Wednesday, 4/9** *In class:* Lab work day. Work on projects as needed. Class will meet in Curtin 104 at 12pm and then walk down to Curtin 108 after 12:15pm.
Week 13: 4/14 – 4/16 *Fandom 2.0*	**Monday, 4/14** *Read:* Lawrence Lessig, "Remixed: Media," "The Significance of Remix," "The Old in the New." *Remix*. On D2L. Louisa Stein & Kristina Busse, "Limit Play," *Popular Communication* (v7, 2009). On D2L. *Post:* D2L Response Due 10am. *In class:* Discuss readings. Look at fan work, remix projects, etc. **Wednesday, 4/16** *Read:* Rebecca Tushnet, "Copyright Law, Fan Practices, and the Rights of the Author," *Fandom*. On D2L. *Post:* D2L Response Due 10am. *In class:* Discuss reading. Look at *Wizard People Dear Reader*, related fan texts. Project 3 assigned. **PROJECT TWO DUE FRIDAY, 4/17 AT 11:59PM in D2L DROPBOX.**

Week & Topic	Assignments
Week 14: 4/21 – 4/23 *Spectator Positions Online*	**Monday, 4/21** *Read:* Michele White, "Making Computer & Internet Spectators," *The Body & the Screen*. On D2L. OPTIONAL: Don Slater, "Social Relationships & Identity Online & Offline," *Television Studies Reader*. On D2L. *Post:* D2L Response Due 10am. *In class:* Play *Bear 71* (2012). Class will meet at Lapham 271 today. **Wednesday, 4/23** *Post:* D2L Response Due 10am. *In class:* Discuss *Bear 71*, readings, look at additional examples.
Week 15: 4/28 – 4/30 *Global Media Viewing*	**Monday, 4/28** *Read:* Henry Jenkins, "Pop Cosmopolitanism," *Fans, Bloggers & Gamers*. On D2L. *Post:* D2L Response Due 10am. *In class:* Global TV screenings TBD. **Wednesday, 4/30** *Post:* Project three proposal due on D2L 10am. *In class:* Discuss Jenkins, global media. Do project 3 troubleshooting. **PROJECT THREE PROPOSAL DUE INSTEAD OF REGULAR WEDNESDAY POST.**
Week 16: 5/5 – 5/7 *Wrapping Up*	**Monday, 5/5** *In class:* Troubleshoot project 3 as needed. Share/Discuss project 2 in class. **PROJECT THREE DUE TUESDAY, 5/6 AT 11:59PM IN D2L DROPBOX.** **Wednesday, 5/7** *In class:* Share/Discuss project 3 in class.
Finals Week	**REFLECTIVE ESSAY DUE FRIDAY, 5/16 AT 11:59PM IN D2L DROPBOX.** **EXTRA CREDIT ASSIGNMENT DUE FRIDAY, 5/16 AT 11:59PM IN D2L DROPBOX.**

Note: This schedule is tentative and subject to change

UWM Syllabus Addendum:
Important Policy Links[1]

1. *Students with disabilities.* Information about arranging special accommodations for this course can be found here: http://www4.uwm.edu/sac/SACltr.pdf

2. *Religious observances.* Information about accommodations for absences due to religious observance: http://www4.uwm.edu/secu/docs/other/S1.5.htm

3. *Students called to active military duty.* Information regarding absences due to call-up of reserves to active military:
   Students: http://www4.uwm.edu/current_students/military_call_up.cfm
   Employees: http://www4.uwm.edu/secu/docs/other/S40.htm
   (Editorially Revised, 3/25/09)

4. *Incompletes*. A notation of "incomplete" may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student's control, has been unable to take or complete the final examination or to complete some limited amount of term work. http://www4.uwm.edu/secu/docs/other/S31.pdf

5. *Discriminatory conduct (such as sexual harassment*). Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff. http://www4.uwm.edu/secu/docs/other/S47.pdf

6. *Academic misconduct.* Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University. http://www4.uwm.edu/acad_aff/policy/academicmisconduct.cfm

7. *Complaint procedures.* Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy. http://www4.uwm.edu/secu/docs/other/S49.7.htm

8. *Grade appeal procedures*. A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides or in the case of graduate students, the Graduate School. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School. http://www4.uwm.edu/secu/docs/other/S28.htm

9. *Other* Information about final exam requirements, the final exam dates, etc. can be found here: http://www4.uwm.edu/secu/docs/other/S22.htm

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[1] Supplement to UWM FACULTY DOCUMENT NO. 1895, October 21, 1993; Revised March 16, 2006; Revised January 24, 2008; Editorially Revised, 8/26/11.

Syllabus Addendum:
Credit Hours

The university has asked departments to break down for students how much time they will spend working on various aspects of their classes.

As the UW System assumes "that study leading to one semester credit represents an investment of time by the average student of not fewer than 48 hours" (UWS ACPS 4), a 3-credit course such as this one will require a minimum of 144 (3 x 48) hours of your time. You may find it necessary to spend additional time on a course; the numbers below only indicate that the course will not require any less of your time.

If this is a **traditional, or face-to-face** course, you will spend a minimum of
- 37.5 hours in the classroom
- 75 hours preparing for class, which may include reading, note taking, completing minor exercises and assignments, and discussing course topics with classmates and the instructor in structured settings
  TRANSLATION: At minimum, anticipate 5.4 hours of course prep each week.
- 31.5 hours preparing for and writing major papers and/or exams.

If this is an **online** course, you will spend a minimum of
- 37.5 hours reviewing instructional materials prepared by your instructor and placed online
- 75 hours preparing for class, which may include reading, note taking, completing minor exercises and assignments, and discussing course topics with classmates and the instructor in structured settings
- 31.5 hours preparing for and writing major papers and/or exams.

If this is a **hybrid** course, you will spend a minimum of
- 18.75 hours in the classroom
- 18.75 hours reviewing instructional materials prepared by your instructor and placed online
- 75 hours preparing for class, which may include reading, note taking, completing minor exercises and assignments, and discussing course topics with classmates and the instructor in structured settings
- 31.5 hours preparing for and writing major papers and/or exams.

Notes
- The breakdown above is for a standard 15-week semester. In a 16-week semester, the numbers breakdown above changes as follows. Traditional: 40 hours in classroom, 80 for preparation, 24 for papers and exams; online: 40 hours of online instruction, 80 for preparation, 24 for papers and exams; hybrid: 20 hours in classroom, 20 for online instruction, 80 hours for preparation, 24 for papers and exams. Again, these are minimums.
- UWM Credit Hour Policy, University of Wisconsin-Milwaukee Faculty Document No. 2838, can be found at https://www4.uwm.edu/secu/docs/faculty/2838_Credit_Hour_Policy.pdf.
- UWS ACPS 4, the University Of Wisconsin System Policy On Academic Year Definition And Assorted Derivatives, can be found at http://www.uwsa.edu/acss/acps/acps4.pdf.