New Media and Journalism[*]

COMM 350 / SOC 326
Wednesdays, 11:30-2:20pm
Educ210

Instructor: Angèle Christin
Office Hours: Wed. 4-6pm
Rm 334, Building 120

Course description
New media technologies are transforming how people create and consume information. In this course, we study journalism as an organized field of practice to examine what digital technologies change – and what they don't change – about the production, diffusion, and reception of news around the globe. The course will cover topics such as shifting professional boundaries in a networked environment; the decentralization of news production through social media platforms; the pressure to promote fresh content constantly; and the promises and challenges associated with algorithmic audiences. Moving beyond simplistic analyses of the internet as a universal explanation for all changes in journalism, this course draws on different theoretical frameworks to explore how new technologies interact with existing practices, representations, and institutions.

Course requirements
Over the course of the quarter each student prepares a total of <u>four</u> written reports.
- The <u>first three reports</u> consist of short (approximately 1,000 words) critical essays concerning three or four of the current week's readings. These reports serve as a basis for discussion; students should circulate their reports electronically to the class no later than 5 PM the Tuesday preceding the class session.
   The reports should focus on the following issues: What question is addressed by the author(s)? What is the significance of that question for key issues in the field? What are the competing answers to that question? How well does the author address that question, in terms of logic and methodology? What would be a different, valid way of addressing the same question, preferably one you regard as superior?
- The <u>fourth report</u>, of no more than 3,000 words, is due at the end of the quarter (date TBD). It will take up one of the following three options:
   1. A brief research proposal based on one of the seminar's subjects or another topic to be chosen in consultation with instructor.
   2. Analysis and critique of a major issue in the field of new media and journalism.
   3. Intellectual biography of one of the course's authors.

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[*] This syllabus benefited from existing syllabi on related topics by Mike Ananny, Chris Anderson, Tarleton Gillespie, Seth C. Lewis, and Nikki Usher.

Course readings
Please buy or borrow the following books:
Schudson, Michael. 1978. *Discovering the News: A Social History of American Newspapers*.
          Basic Books.
Gans, Herbert J. 1979. *Deciding What's News: A Study of CBS Evening News, NBC Nightly
          News, Newsweek, and Time*. Northwestern University Press.
Gitlin, Todd. 1994. *Inside Prime Time*. University of California Press.
The other readings will be available on Canvas.

Students with Documented Disabilities
Students who may need an academic accommodation based on the impact of a disability must
initiate the request with the Office of Accessible Education (OAE). Professional staff will
evaluate the request with required documentation, recommend reasonable accommodations, and
prepare an Accommodation Letter for faculty dated in the current quarter in which the request is
being made. Students should contact the OAE as soon as possible since timely notice is needed
to coordinate accommodations. The OAE is located at 563 Salvatierra Walk (phone: 723-1066,
URL: http://studentaffairs.stanford.edu/oae).

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Week 1. January 11. New media, old questions.
James Carey. 1989. Chapter 1 in *Communication as Culture: Essays on Media and Society*.
          Routledge.
Lippmann, Walter. 1991 (1922). Chapter 1, 3-8, 24, 26-28 in *Public Opinion*. Free Press.
          Transaction Publishers.
Dewey, John. 1922. "Review of Public Opinion." *The New Republic* 30(3): 338-344.
Putnam, Robert. 1996. "The Strange Disappearance of Civic America." *The American Prospect*.
Schudson, Michael. 1996. "What if Civic Life Didn't Die?" *The American Prospect*.
Picard, Robert G. 2014. "Twilight or New Dawn of Journalism? Evidence from the Changing
          News Ecosystem." *Digital Journalism 2*(3): 273-283.
Yzer, Marco C., and Southwell, Brian G. 2008. "New Communication Technologies, Old
          Questions." *American Behavioral Scientist*, *52*(1), 8-20.

Week 2. January 18. News production: Work and organizations
Gans, Herbert J. 1979. New Preface and Part II in *Deciding What's News: A Study of CBS
          Evening News, NBC Nightly News, Newsweek, and Time*. Northwestern University Press.
Gitlin, Todd. 1994. Prologue, Chapter 1, 2, and 10 in *Inside Prime Time*. University of California
          Press.
Tuchman, Gaye. 1973. "Making News by Doing Work: Routinizing the Unexpected." *American
          Journal of Sociology* 79(1): 110-131.
Boczkowski, Pablo J. 2005. Chapter 1 and 4 in *Digitizing the News: Innovation in Online
          Newspapers*. MIT Press.
Saltzis, Kostas. 2012. "Breaking News Online: How News Stories Are Updated and Maintained
          Around-the-Clock." *Journalism Practice* 6(5-6), 702-710.

Optional
Anderson, Chris. 2013. Introduction and Chapter 3 in *Rebuilding the News. Metropolitan Journalism in the Digital Age*. Temple University Press.
Usher, Nikki. 2014. Introduction and Chapter 3 in *Making News at the New York Times*. University of Michigan Press.

Week 3. January 25. Professions and boundaries
Schudson, Michael. 1978. *Discovering the News: A Social History of American Newspapers*. Basic Books.
Gieryn, Thomas. 1983. "Boundary-Work and the Demarcation of Science from Non-Science: Strains and Interests in Professional Ideologies of Scientists." *American Sociological Review* 48(6): 781–95.
Benkler, Yochai. 2006. Introduction and Chapter 3 in *The Wealth of Networks: How Social Production Transforms Markets and Freedom*. Yale University Press.
Domingo, David. 2008. "Interactivity in the Daily Routines of Online Newsrooms. Dealing with an Uncomfortable Myth." *Journal of Computer-Mediated Communication* 13(3): 680–704.
Lewis, Seth C. 2012. "The tension Between Professional Control and Open Participation: Journalism and its boundaries." *Information, Communication & Society*, *15*(6), 836-866.
Kreiss, Daniel, Finn, Megan, and Turner, Fred. 2011. "The Limits of Peer Production: Some Reminders from Max Weber for the Network Society." *New Media & Society*, *13*(2), 243-259.

Week 4. February 1. Markets and industries
McChesney, Robert W. 2000. "The Political Economy of Communication and the Future of the Field." *Media, Culture & Society* 22: 109-116.
Bagdikian, Ben. 2004. Chapter 2 and 4 in *The Media Monopoly*. Beacon Press.
Hamilton, James T. 2004. Introduction and Chapter 2 in *All the News That's Fit to Sell. How the Market Transforms Information into News*. Princeton University Press.
Klinenberg, Eric. 2007. Introduction and Chapter 4 in *Fighting for Air: The Battle to Control America's Media*. Metropolitan Books.
Peterson, Richard A., and N. Anand. 2004. "The Production of Culture Perspective." *Annual Review of Sociology* 30: 311–34.
Ryfe, David M. 2012. Chapter 1 and 5 in *Can Journalism Survive? An Inside Look at American Newsrooms*. Polity.
Turow, Joseph. 2011. Chapter 2 and 5 in *The Daily You. How the New Advertising Industry is Defining Your Identity and Your Worth*. Yale University Press.

Week 5. February 8. Mapping the field
Bourdieu, Pierre. 2005. "The Political Field, the Social Science Field, and the Journalistic Field." In R. Benson and E. Neveu, eds., *Bourdieu and the Journalistic Field*. Polity Press.
Bourdieu, Pierre. 1983. "The Field of Cultural Production, or the Economic World Reversed." *Poetics*, 12(4-5), 311-356.
Champagne, Patrick, and Marchetti, Dominique. 2005. "The Contaminated Blood Scandal: Reframing Medical News." Pp. 113-134 in R. Benson and E. Neveu, eds., *Bourdieu and the Journalistic Field*. Polity Press.

Russell, Adrienne. 2007. "Digital Communication Networks and the Journalistic Field: The 2005 French Riots." *Critical Studies in Media Communication* 4: 285-302.

DiMaggio, Paul J., and Walter W. Powell. 1983. "The Iron Cage Revisited: Institutional Isomorphism and Collective Rationality in Organizational Fields." *American Sociological Review* 48 (2): 147–60.

Boczkowski, Pablo J. 2010. Introduction and Chapter 3 in *News at Work: Imitation in an Age of Information Abundance*. University of Chicago Press

Week 6. February 15. The public sphere

Habermas, Jürgen. 1989. Pp. 1-56, 73-88, 236-50 in *The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society*. MIT Press.

Fraser, Nancy. 1990. "Rethinking the Public Sphere." *Social Text* 25/26: 56-80.

Schudson, Michael. 1995. "Was There Ever a Public Sphere?" Pp. 189-203 in *The Power of News*. Cambridge: Harvard University Press.

Pariser, Eli. 2011. Introduction and Chapter 1 in *The Filter Bubble: How the New Personalized Web is Changing What We Think and How We Read*. Penguin.

Anderson, Chris W. 2011. "Deliberative, Agonistic, and Algorithmic Audiences: Journalism's Vision of Its Public in an Age of Audience Transparency." *International Journal of Communication* 5: 529-547.

Papacharissi, Zizi. 2008 "The Virtual Sphere 2.0: The Internet, The Public Sphere, and Beyond." Pp. 230-245 in the *Routledge Handbook of Internet Politics*, eds. Andrew Chadwick and Phil Howard. Routledge.

Week 7. February 22. Quantifying the audience

Anderson, Chris W. 2011. "Between Creative and Quantified Audiences: Web Metrics and Changing Patterns of Newswork in Local US Newsrooms." *Journalism* 12 (5): 550–66.

Usher, Nikki. 2013. "Al Jazeera English Online: Understanding Web Metrics and News Production When a Quantified Audience Is Not a Commodified Audience." *Digital Journalism* 1 (3): 335–51.

Petre Caitlin. 2015. The Traffic Factories: Metrics at Chartbeat, Gawker Media, and The New York Times. *Tow Center for Digital Journalism*. Columbia University School of Journalism.

Christin, Angèle. 2015. "Web Analytics in the Workplace: What Amazon and Web Newsrooms Have in Common – And Where They Differ." *LSE Impact Blog*, Politics of Data Series.

Espeland, Wendy Nelson, and Mitchell L. Stevens. 1998. "Commensuration as a Social Process." *Annual Review of Sociology* 24 (1): 313–43.

Optional

Tandoc, Edson C., and Thomas, R. J. 2014. "The Ethics of Web Analytics: Implications of Using Audience Metrics in News Construction". *Digital Journalism* 3(2): 243-258.

Week 8. March 1. Actors, actants, and artifacts

Bruno Latour. 1991. "Technology is Society Made Durable." In *A Sociology of Monsters: Essays on Power, Technology and Domination*, ed. J. Law, 103–131. Routledge.

Callon, Michel. 1986. "Some Elements of a Sociology of Translation: Domestication of the Scallops and the Fishermen of St. Brieuc Bay," Pp. 196-223 in John Law (ed.) *Power, Action, and Belief: A New Sociology of Knowledge*? Routledge.

Turner, Fred. 2005. "Actor-Networking the News." *Social Epistemology* 19 (4): 321-24.

Plesner, Ursula. 2009. "An Actor-Network Perspective on Changing Work Practices: Communication Technologies as Actants in Newswork." *Journalism* 10, 5: 604-626.

Anderson, Chris and Kreiss, Daniel. 2013. "Black Boxes as Capacities for/and Constraints on Action: Electoral Politics, Journalism, and Devices of Representation." *Qualitative Sociology* 36: 365-382.

Benson, Rodney. 2014. "Challenging the 'New Descriptivism.'" Remarks at the Qualitative Political Communication Preconference, International Communication Association.

Optional

Lewis, Seth C. and O. Westlund. 2015. "Actors, Actants, Audiences, and Activities in Cross-Media News Work. A matrix and a research agenda" *Digital Journalism* 3(1): 19-37.

Week 9. March 8. Platforms and networked publics

Turow, Joseph. 2005. "Audience Construction and Culture Production: Marketing Surveillance in the Digital Age." *The ANNALS of the American Academy of Political and Social Science*, 597(1): 103-121.

Marwick, Alice E., and boyd, danah. 2011. "I Tweet Honestly, I Tweet Passionately: Twitter Users, Context Collapse, and the Imagined Audience." *New Media & Society*, 13(1): 114-133.

Gillespie, Tarleton. 2010. "The Politics of 'Platforms.'" *New Media & Society* 12 (3): 347–64.

Bennett, Lance W., and Segerberg, A. 2012. "The logic of connective action: Digital media and the personalization of contentious politics." *Information, Communication & Society*, *15*(5), 739-768.

Pinch Trevor J. and Bijker Wijke E. 1984. "The Social Construction of Facts and Artefacts. Or How the Sociology of Science and the Sociology of Technology Might Benefit Each Other." *Social Studies of Science* 14(3): 399-411.

Week 10. March 15. Borders and beyond

Hallin, Daniel C., and Paolo Mancini. 2004. Introduction and Chapter 1 from *Comparing Media Systems: Three Models of Media and Politics*. Cambridge University Press.

Benson, Rodney, and Abigail C. Saguy. 2005. "Constructing Social Problems in an Age of Globalization: A French-American Comparison." *American Sociological Review* 70 (2): 233 –259.

Hannerz, Ulf. 2007. "Foreign Correspondents and the Varieties of Cosmopolitanism." *Journal of Ethnic and Migration Studies* 2: 299-311.

Curran, James and Myung-Jin Park. 2000. "Beyond Globalization Theory." Pp. 3-18 in J. Curran and M-J. Park, eds. *De-Westernizing Media Studies*. Routledge.

Christin, Angèle. 2016. "Is Journalism a Transnational Field? Asymmetrical Relations and Symbolic Domination in Online News." *The Sociological Review*, 64(2): 212-234.

Zuckerman, Ethan. 2013. Introduction, Chapter 4 and 5 in *Rewire: Digital Cosmopolitans in the Age of Connection*. W.W. Norton & Company.

Heinrich, A. 2012. "Foreign Reporting in the Sphere of Network Journalism." *Journalism Practice* 6(5-6), 766-775.

Final Report Due (Date TBD)