COURSE DETAIL

ANTHROPOLOGY OF MEDIA

Country
Korea, South

Host Institution
Seoul National University

Program(s)
Seoul National University

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Communication Anthropology

UCEAP Course Number
134

UCEAP Course Suffix

UCEAP Official Title
ANTHROPOLOGY OF MEDIA

UCEAP Transcript Title
ANTHRO OF MEDIA

UCEAP Quarter Units
4.50

UCEAP Semester Units
3.00

Course Description

This course takes an anthropological approach to the questions of why and how media matter. More specifically, the anthropology of media explores media as cultural practices and investigates how people navigate and create media worlds. It draws ethnographic attention to the socio-cultural contexts of media and poses questions about how media fit into societies at large.

This course introduces the major concerns, methods and ongoing debates of this new and vibrant field. Drawing on case studies from around the world (but mostly from East Asia), we explore how media practices are defined not only by available technologies but also by societal infrastructures and cultural needs; how the actual circulation of media escapes the desires and intentions of media producers; how media audiences appropriate mass media to their own ends; how old and new media are implicated in social and political change; how media shape national, ethnic and gender identities; and what challenges these complexities present to researchers of media.

Language(s) of Instruction
English

Host Institution Course Number
M1307.000500

Host Institution Course Title
ANTHROPOLOGY OF MEDIA

Host Institution Course Details
https://sugang.snu.ac.kr/sugang/ca/ca110.action

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Anthropology

Course Last Reviewed
2021-2022

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