

## 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Anthropology

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