

## Research Methods from the Perspective of Cultural Change

Academic Year: ( 2023 / 2024 )

Review date: 08-05-2023

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FERNANDEZ-RODRIGUEZ LABAYEN, MIGUEL

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester :

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

As a recommendation, students should have previous knowledge of media history and theory and cultural studies.

## OBJECTIVES

- Assumption of a cultural perspective on media research.
- Handling the epistemological and technical tools for research.
- Management of the rules of production and diffusion of knowledge within the context of Spanish universities and international academia.
- Knowledge of classic and nowadays theoretical and methodological approaches to cultural changes (media and technology).

## DESCRIPTION OF CONTENTS: PROGRAMME

1. From methods to methodologies: The role of research in the social sciences.
2. Theories and methodologies for the study of cultural change: keywords and the circuit of culture.
3. Historiography and cultural change: cultural history and media history
4. The analysis of cultural change: media archaeology and new media histories
5. Cultural change as epistemic crisis: decolonial studies and border thinking
6. The subjects of cultural change: authors, producers and production cultures
7. The spaces of cultural change: transnational perspectives, critical cartographies and (counter-)mapping
8. The matter of cultural change: the infrastructural turn and ecocritical studies

## LEARNING ACTIVITIES AND METHODOLOGY

The course will enhance the participation of the students in their apprenticeship, so:

- 1) Course texts will be provided in each part of the syllabus to be discussed in class.
- 2) Students are encouraged to elaborate a research project from their interests, with a special emphasis in the state of the art of the subject matter and in an appropriate methodological design.
- 3) The classes will devote some time to the discussion on basic methodologies (digital and pre-digital) regarding media research from a cultural and historiographical perspective.

## ASSESSMENT SYSTEM

1. Attendance and active participation (Readings/presentations/discussions/assignments): 20%
2. Research paper proposal: 30%
3. Term paper: 50% (final exam)

**% end-of-term-examination:** 50

**% of continuous assessment (assignments, laboratory, practicals...):** 50

## BASIC BIBLIOGRAPHY

- Biltereyst, D.; Maltby, R. y Meers, P. (eds.) The Routledge Companion to New Cinema History, Routledge, 2019
- Cubitt, Sean Anecdotal Evidence: Ecocritique from Hollywood to the Mass Image , Oxford University Press, 2020
- Elsaesser, T. Film History as Media Archaeology: Tracking Digital Cinema, Amsterdam University Press, 2016

- Palacio, Manuel La televisión durante la Transición española, Cátedra, 2012
- Parikka, J. What is Media Archaeology?, Polity Press, 2012
- Ross, Michael; Grauer, Manfred Grauer y Freisleben, Bernd (eds.) Digital Tools in Media Studies: Analysis and Research. An Overview, Columbia University Press, 2009
- Starosielski, Nicole y Walker, Janet (eds.) Sustainable Media: Critical Approaches to Media and Environment, Routledge, 2016
- Wolf, Mark J. P. (ed.) The Routledge Companion to Media Technology and Obsolescence, Routledge, 2018
- du Gay, P. (ed.) Production of Culture / Cultures of Production, SAGE, 1997
- du Gay, P., Hall, S., Janes, L., Mackay, H. and Negus, K. Doing Cultural Studies: The Story of the Sony Walkman, SAGE, 1996

#### ADDITIONAL BIBLIOGRAPHY

- Allen, R. C. y Gomery, D. Teoría y Práctica de la Historia del Cine, Paidós, 1995
- Anselmo, Diana W. A Queer Way of Feeling Girl Fans and Personal Archives of Early Hollywood, University of California Press, 2023
- Biltereyst, Daniel, Van de Vijver, Lies (Eds.) Mapping Movie Magazines: Digitization, Periodicals and Cinema History, Palgrave Macmillan, 2020
- Burke, P. ¿Qué es la historia cultural?, Paidós, 2006
- Caldwell, John Thornton Production Culture: Industrial Reflexivity and Critical Practice in Film and Television, Duke University Press, 2008
- Gitelman, L. y Pingree, G. (eds.) New Media, 1740-1915, MIT Press, 2003
- Hoyt, Eric Hollywood Vault Film Libraries before Home Video, University of California Press, 2014
- Mattern, Sharon Christine Code and Clay, Data and Dirt: Five Thousand Years of Urban Media, Duke University Press, 2017
- Mignolo, W. y Walsh, C. On Decoloniality: Concepts, Analytics, Praxis, Duke University Press, 2018
- Morley, David Communications and Mobility: The Migrant, the Mobile Phone, and the Container Box, Wiley-Blackwell, 2017
- Parikka, Jussi What is Media Archaeology?, Polity, 2012
- Parks, L. y Starosielski, N. Signal Traffic. Critical Studies of Media Infrastructures, University of Illinois Press, 2015
- Sayers, Jentery (ed.) The Routledge Companion to Media Studies and Digital Humanities, Routledge, 2018
- Schuppli, Susan Material Evidence. Media, Forensics, Evidence , MIT Press, 2020
- VV.AA. Cuadernos Tecmerin, Tecmerin, 2012-2019

#### BASIC ELECTRONIC RESOURCES

- . Forensic Architecture: <https://forensic-architecture.org/>
- . CINEMATRICS: <http://cinemetrics.lv/cinemetrics.php>
- . Archive/Counter-Archive: <http://https://counterarchive.ca/>
- Acland, Charles R. & Hoyt, Eric (eds.) . The Arclight Guidebook to Media History and the Digital Humanities: <a href="http://projectarclight.org/book/" target="\_blank">http://projectarclight.org/book/</a>
- Hoyt, Eric . Media History Digital Library: <http://mediahistoryproject.org/>
- Klenotic, Jeffrey . Mapping Movies: <a href="http://mappingmovies.unh.edu/maps/erma.html#x=-15.6205&y=13.3808&z=2&layers=" target="\_blank">http://mappingmovies.unh.edu/maps/erma.html#x=-15.6205&y=13.3808&z=2&layers=</a>