

*Course title: Digital Strategy and Action*

Development of a Digital Culture

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## Mission

The overall mission of our department is to prepare students in the **research, writing, and practical** media skills that will enable them to be **effective, responsible, curious, and generous global contributors** in the 21<sup>st</sup> century.

In keeping with the liberal arts ethos of Lang College, cultural studies - with a global emphasis, and grounded in media analysis - is designed to provide a **creative and critical space** for reflection and exploration of **pressing cultural issues** in the contemporary world.

## Mission

Our aim is to create citizens - “practical idealists” - who are **engaged, informed, and inspired**; as well as **culturally sophisticated, politically literate, historically sensitive, and media savvy**.

And we intend to do this by providing the **critical and conceptual tools** to **analyze and navigate** today’s mediascape - and, if need be, to **resist, rethink, remix, and reconfigure** tomorrow’s culturescape.

Taken together, these skills combine to make our graduates **eminently employable**.

# What is Cultural Studies?

- ▶ Cultural studies is an academic field grounded in **critical theory**.
- ▶ It generally concerns **the political nature of popular contemporary culture**, and is to this extent distinguished from cultural anthropology.
- ▶ Researchers concentrate on how a particular **medium** or **message** relates to matters of:

- ❖ ideology
- ❖ identity
- ❖ social class
- ❖ nationality
- ❖ ethnicity
- ❖ sexuality
- ❖ gender
- ❖ even species



# What is Cultural Studies?

Cultural studies is extremely holistic, combining methods and insights from:

- ▶ sociology
- ▶ social theory
- ▶ anthropology
- ▶ political theory
- ▶ history
- ▶ literary theory
- ▶ media theory
- ▶ communication studies
- ▶ semiotics
- ▶ philosophy

to study cultural phenomena in various societies.

Thus, Cultural studies seeks to understand the ways in which meaning is **generated, disseminated, and produced** through various practices, beliefs, institutions, and political, economic, or social **structures** within a given culture.

# What is Media Studies?

**Media studies** is an academic field that deals with the **content, form, history, effects,** and **political implications** of various media and technologies.

Approaches include:

- ▶ the critique of artistic styles and aesthetic forms (genre, narrative, etc.)
- ▶ the study of the production process (e.g. technologies, markets, etc.)
- ▶ cultural analysis (of ideological effects, reception and consumption, etc.)

# What is Media Studies?

Media studies draws on traditions from

- ▶ communication studies
- ▶ philosophy
- ▶ literary theory
- ▶ psychology
- ▶ political science
- ▶ sociology
- ▶ anthropology
- ▶ social theory
- ▶ art history and criticism
- ▶ film theory
- ▶ semiotics
- ▶ information theory

and especially - in our case - **cultural studies.**



# What is Screen Studies?

Screen studies combines

- Film studies
- Cinema theory
- Television studies
- New media theory
- Digital culture
- Visual culture

to explore the ways in which moving images influence and penetrate our lives.

Here at Lang, Screen studies has a strong practical, production component, as students are trained to make video films in various genres.



## Why Study Them Together?

- ▶ How could we not?
- ▶ As you can no doubt tell, these three fields overlap a great deal - some would say 1:1:1
- ▶ Media and culture have a tautological relationship - today it has become especially impossible to study one without the other.
- ▶ Culture and media/cinema are entirely symbiotic.

## What is the Cultural and Media Studies Department at Lang?

- ▶ The Cultural and Media Studies department (CMS) provides students with the critical research and production tools to understand the pivotal role of culture and media in the contemporary world.
- ▶ This course of study looks at a variety of cultural practices through **interdisciplinary** lenses, and particularly through a grounding in the technologies, forms, institutions, and effects of media.
- ▶ Described as “one of the most lively and widely-discussed intellectual fields in the international academic world,” the converging fields of media and cultural studies are engaged in making sense of our rapidly changing social and **symbolic environments**.

## What is the Cultural and Media Studies Department at Lang?

- ▶ Because media (forms of information and communication ranging from the written word to print, film, television, radio, and the web) are playing an increasingly visible role in politics and economics, business and education, art and entertainment in local, national, and international contexts, **a proper understanding of processes of mediation** is key to understanding **how cultures are shaped**.
- ▶ Incorporating insights from various fields, both traditional and emergent, Media and Cultural Studies is a fertile meeting ground for theories of publics and audiences, power and subjectivity, representations and actions.

## Why Should We Study Culture and Media?

- ▶ Course subjects, perspectives, and topics are grouped around issues of identity formation, cross-cultural dynamics, popular and media histories, and new media cultures.
- ▶ Students learn to understand culture in relation to the frameworks of modernity and nationalism, colonialism and postcolonialism, postmodernity and globalization.
- ▶ They also learn how to interpret the formal properties of diverse cultural texts, including newspapers, magazines, films, photographs, and online communication.
- ▶ Courses also allow students access to opportunities in the working world through internships and practical media experience.

## Why Should We Study Culture and Media?

- ▶ Through successful completion of the Cultural Studies and Media path of study, students acquire a variety of scholarly and practical abilities.
- ▶ Students gain a broad understanding of cultural histories, debates, and practices; they gain a comparative media and cultural perspective; they see media as a tool of social engagement; and they learn to put their ideas into practice through production skills in digital media.
- ▶ By using critical thinking, and writing and production skills, students are prepared for internships and jobs in publishing, media production, and research organizations.
- ▶ The tracks can also be a preparation for those interested in pursuing graduate work in these areas.

# Goals

- ▶ To learn the key concepts and debates in the field;
- ▶ To become familiar with the major themes or emphases in the field, such as
  - issues of identity relating to gender, sexuality, race, ethnicity, class, nation;
  - issues of technology and their role in shaping societal norms and values;
  - issues of media engagement through informed practices;
  - issues of media, politics, and representation;
  - issues of media, public policy, and activism;
  - issues pertaining to the Internet and new media
  - to develop a truly global perspective on media and culture through language learning, study abroad, and internships
  - to develop research skills to undertake and complete a substantial paper or project.

Culture and Media is . . .

## Interdisciplinary

Poised between the social sciences and the humanities, Cultural Studies and Media integrates methodologies drawn from politics and economics, history and ethnography, textual and formal analysis.

## International

Drawing on the strength of its faculty, Cultural Studies and Media addresses the international dimensions of culture through concepts and frameworks that include nationalism and colonialism, modernity and globalization, new ethnicities and transnational identities.

## Inter-media

Given the dynamic media scene and the plethora of media forms available to users, we offer courses in radio and cinema, television and new media, with an emphasis on the interactions of old and new media. Wherever possible, the concentration seeks to foster a practice-based learning environment.

## Areas of Focus

- ▶ Technology and Society
- ▶ Media and Identity
- ▶ Globalization and post-colonialism
- ▶ Popular Culture
- ▶ Subcultures
- ▶ Digital media and culture
- ▶ Politics and publics
- ▶ Comparative media
- ▶ Media-specific histories
- ▶ Media archaeology
- ▶ Media and social change
- ▶ Gender and Sexuality
- ▶ Race and Ethnicity
- ▶ Postmodernism, Post-Structuralism & Posthumanism
- ▶ Semiotics
- ▶ Etc.



# Curriculum

The concentration offers courses at the 2000, 3000 and 4000 levels.

All students are required to take 2 intro classes once they have declared their concentration, from the following 3:

- ▶ **Introduction to Cultural Studies**
- ▶ **Introduction to Media Studies**
- ▶ **Introduction to Screen Studies**

As well as one of the three “practical” courses of:

- ▶ **Media Toolkit**
- ▶ **Screen Toolkit**
- ▶ **Culture Toolkit**

# Curriculum

- ▶ 2000-level courses include core classes as well as introductory courses in the tracks.
- ▶ 3000-level courses explore specific debates, genres, intellectual traditions or contemporary developments in media and culture. Students must first take the Intro courses before registering for these.
- ▶ 4000-level courses usually have several pre-requisites and are meant to encourage independent thinking, familiarity with research traditions in the field, and the ability to write with the help of appropriate methodologies.

# Tracks

- ▶ **Culture** - providing a specialization in the history, theory, and methodology of Cultural Studies.
- ▶ **Media** - providing a specialization in the history, theory, and methodology of Media Studies.
- ▶ **Screen** - providing a specialization in the history, theory, and production of “digital cinema”.

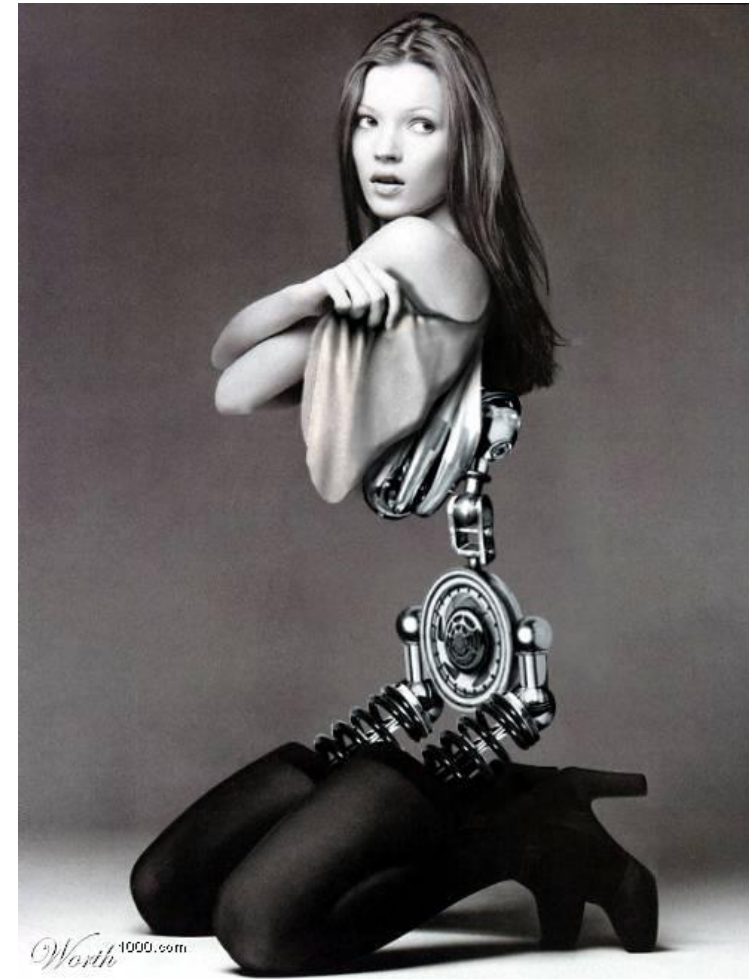
| <b>CULTURE</b>  | <b>MEDIA</b>  | <b>SCREEN</b>   | Level |
|---|---|---|-------|
| <b>Intro to Cultural Studies<br/>Cultural Toolkit</b><br><br>Cultural History 1<br>Race/Ethnicity 1<br>Sex/Gender 1<br>Popular Culture 1<br>Post-Human 1<br>Media Ethnography | <b>Intro to Media Studies<br/>Media Toolkit</b><br><br>Media Archaeology 1<br>Network Culture 1<br>Audio Culture 1<br>Issues in Digital Culture 1<br>Media & Identity 1<br>Radio/Podcasting (P)<br>Programming (P)      | <b>Intro to Screen Studies<br/>Screen Toolkit</b><br><br>Contemporary Cinema  | 2000  |
| Methods<br>Cultural History 2<br>Race/Ethnicity 2<br>Sex/Gender 2<br>Popular Culture 2<br>Post-Human 2<br>Visual Culture<br>Special Topics in CS                              | Media Archaeology 2<br>Network Culture 2<br>Audio Culture 2<br>Issues in Digital Culture 2<br>Media & Identity 2<br>Media Activism<br>Digital Art<br>Critical Media Theory<br>Special Topics in MS<br>Free Press Online | Genre<br>Auteur<br>Screen Forms<br>Screen History<br>Screen Theory<br>Screen and the Social<br>World<br>Special Topics in Screen<br>Directing Workshop (P)<br>Screenwriting Workshop<br>(P) | 3000  |
| Special Topics in CS<br>Advanced Seminar<br>Cultural History 3<br>Race/Ethnicity 3<br>Sex/Gender 3<br>Popular Culture 3<br>Post-Human 3                                       | Special Topics in MS<br>Advanced Seminar<br>Media Archaeology 3<br>Network Culture 3<br>Issues in Digital Culture 3<br>Media & Identity 3   | Advanced Seminar<br>Special Topics in Screen<br>Screen Classic<br>The Feature Script<br>Directing the Short Film<br>(P)<br>Directing the<br>Documentary (P)                                 | 4000  |
| <b>Senior Work / Seminar</b>  | <b>Senior Work / Seminar</b>  | <b>Senior Work / Seminar</b>  |       |

Bold = required, (P) = production

Note: 30 courses approx. each semester – 10 per track

## Sample Course Offerings - Gender Focus

- ▶ Introduction to Feminist Thought and Action
- ▶ Feminist Screen Theory
- ▶ Women in Latin America
- ▶ Gender and Globalization
- ▶ Beauty and the Cyborg
- ▶ Women, War, and the Media
- ▶ History of Sexuality
- ▶ Love and Other Technologies
- ▶ Queerness of Children
- ▶ Performativity and Powerlessness



## Sample Course Offerings - Race & Ethnicity Focus



- ▶ Who Sold the Soul? Hip Hop Capitalism
- ▶ Journalism and Race
- ▶ Jazz and Culture
- ▶ Cinema and Colonialism
- ▶ Race, Sports, and Media
- ▶ Ethnographic Film
- ▶ Ethnographic Mediations
- ▶ Ethnicity in American Television
- ▶ Cooking, Culture, Cannibalism

## Sample Course Offerings - Media History Focus

- ▶ Histories of Documentary Filmmaking
- ▶ Cinema and Social Action
- ▶ Radio Documentary
- ▶ Video Activism
- ▶ History, Memory, and the Cinema
- ▶ The Subculture Industry
- ▶ Public Radio Culture
- ▶ Piracy: A History
- ▶ Media Ethics
- ▶ Film and Video Art
- ▶ The Epistemology of Listening



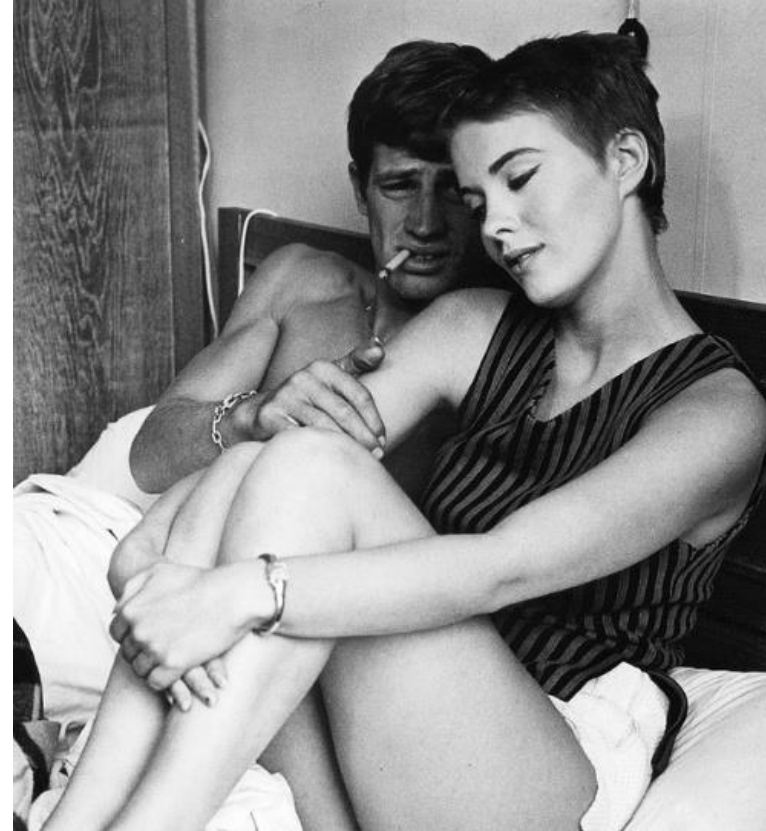
# Sample Course Offerings - Digital Culture Focus



- ▶ Television and New Media
- ▶ Social Implications of New Technologies
- ▶ Politics and New Media
- ▶ New Media in New York
- ▶ Topics in Digital Culture
- ▶ Military Entertainment Complex
- ▶ Media and Democracy
- ▶ Game Culture
- ▶ Locating the Human
- ▶ Information Wants to Be Free
- ▶ Dark Media
- ▶ The Embattled Eye
- ▶ Remix Culture

# Sample Course offerings - Screen Focus

- ▶ Contemporary Cinema
- ▶ New European Cinema
- ▶ Screen Classics
- ▶ Writing the Screenplay (P)
- ▶ Directing (P)
- ▶ Page to Screen (P)
- ▶ Adaptation (P)
- ▶ Genre: Horror
- ▶ Genre: Film Noir
- ▶ Personal Documentary (P)
- ▶ Dream Factories
- ▶ Animation
- ▶ David Lynch and the Logic of Sensation
- ▶ After-Cinema
- ▶ Intimate Film Cultures



# Requirements

AS OF FALL 2010, STUDENTS TAKE **THIRTEEN (13)** COURSES AND **ONE (1)** SENIOR SEMINAR/WORK TO FULFILL THEIR REQUIREMENTS IN THE MAJOR. THEY ARE EXPECTED TO TAKE A MINIMUM OF **TWO (2)** PRACTICE-BASED COURSES OUT OF THE TOTAL NUMBER TAKEN IN THE TRACKS.

THERE ARE **TWO** WAYS TO FULFILL THE REQUIREMENTS:

## OPTION A:

INTRODUCTION TO CULTURAL STUDIES (CORE) [CHOOSE **Two** OUT OF THREE CORE COURSES]

INTRODUCTION TO MEDIA STUDIES (CORE)

INTRODUCTION TO SCREEN STUDIES (CORE)

+ INTEGRATIVE COURSE, INTRODUCTORY LEVEL: MEDIA TOOLKIT

THREE (3) COURSES IN EACH TRACK, AT LEAST ONE AT THE 4000-LEVEL:

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

CULTURE

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

MEDIA

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

SCREEN

SENIOR WORK            OR    SENIOR SEMINAR

# Requirements

## OPTION B:

INTRODUCTION TO CULTURAL STUDIES (CORE) [CHOOSE TWO OUT OF THREE CORE COURSES]

INTRODUCTION TO MEDIA STUDIES (CORE)

INTRODUCTION TO SCREEN STUDIES (CORE)

+ INTEGRATIVE COURSE, INTRODUCTORY LEVEL: MEDIA TOOLKIT

ONE (1) COURSE IN TWO (2) OF THE THREE (3) TRACKS:

1 \_\_\_\_\_

2 \_\_\_\_\_

SEVEN (7) COURSES IN THE REMAINING CHOSEN TRACK, AT LEAST ONE AT THE 4000 LEVEL:

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

7 \_\_\_\_\_ (4000 LEVEL)

SENIOR WORK OR SENIOR SEMINAR

## Examples of Senior Work

- Graffiti Songlines in Toronto
- Private Bubbles in Public Space: NYC's Subway System (Paper + DVD)
- Digital Photography and Prosthetic Memory and for the Social Networking Generation
- Jay Z and the Figure of Hip Hop Entrepreneur
- Gender and Sexuality in Fan Fiction
- Art as Theft: From the Surrealists to Girl Talk
- An Oral History of Mount Vernon (film + paper)
- The Role of Walls in Jewish Thought, History, and Politics
- Fame in a Post-Warholian World (exhibition + paper)
- Popular Culture and Music in Cuba
- Fascist Architecture and Aesthetics in German Films during WWII
- Ethnography of Dance and Music in China Town, NYC
- Soldier-Made Media and the Iraq War
- Project Utopia (a screenplay)
- Closeted Married Men (a documentary)
- Friendship Bracelets and Tween Culture

## Independent Study

- For particularly focused and motivated students (juniors and seniors), it is possible to conduct an “independent study” for 3 or 4 credits, on a topic of their own formulation, and with a full-time faculty member as supervisor and advisor.
- This topic needs to be approved by the supervisor and chair, along with the schedule for research and writing/production, as well as the parameters of the text being offered for assessment.

## Internships

Lang's internship office is experienced in placing our students as interns in relevant companies and organizations. Some of these even lead to job offers, as happened recently with MTV.

Students have interned at recording and production studios, TV stations, internet companies, marketing operations, non-governmental agencies, media watchdogs, amongst many other consortiums and institutions.

Indeed, one of our seniors recently interned for a recent alumni of the program, helping our graduate to produce a documentary about Reality TV.

## Extra-Curricular Activities

Screen Arts is introducing a student-organized film festival this coming year.

We also encourage our students to make the most of Lang's manifold international agreements and opportunities, including:

- an exciting new partnership with the American University of Paris.
- a winter session media lab in Hanoi, Vietnam, mentoring local students and teaching video editing skills
- a summer school on media and culture at John Cabot University in Rome (in progress).

# What does a typical graduate from your major go on to do?

First of all, there is no such thing as a “typical” graduate in a field as broad and kaleidoscopic as “culture and media.”

Having said that, our graduates have gone on to work in fields such as:

- Online research (government, corporate, non-profit, etc.)
- Media ethnography (demographic, usage, etc.)
- Consultancies
- Market research
- Advertizing
- Public relations
- Digital strategies
- Semiotic analysis
- Entertainment & Leisure
- Museum and Archiving
- Etc.

# What does a typical graduate from your major go on to do?

Our graduates do this by honing skills as:

- Content providers (writers, directors, producers, etc.)
- Technical managers
- Campaigners and coordinators
- Academics
- Media commentators and experts
- Journalists, professional bloggers, reviewers
- Artists
- Activists (NGOs)
- Administrators
- Curators
- Entrepreneurs
- Etc.

## Quite simply . . .

- The sky is the limit for anyone who knows how to use *media* to interpret and influence *culture*, and vice versa.
- In a world that has become absolutely regulated by the “symbolic economies” of “cultural capitalism” - a sophisticated understanding of the mechanisms and forces at work within these systems and structures can be an invaluable asset to any employer.
- Which systems and structures exactly? All of them! . . . since any system or structure created by a human - or even *considered* by a human - is, by default, cultural.
- From fashion to architecture to art to politics to cinema to war to travel, a working knowledge of the elementary particles of our society, and the way they intersect, makes you a desirable employee (at least for those who value those who can intelligently and effectively “read between the pixels”).

# And don't forget . . .

- Practically all the information you need is available in our Student Handbook, available to download from the Culture & Media website.



The screenshot shows the website header for Eugene Lang College, The New School for Liberal Arts. The header includes the college name and a search bar. Below the header is a navigation menu with the following items: ACADEMICS, ADMISSION, ABOUT, NEWS & EVENTS, MYNEWSCHOOL, STUDENT LIFE, and SITE MAP. To the right of the navigation menu are two buttons: "Contact Admission" and "Supporting Lang". The main content area is titled "Culture and Media" and contains a paragraph describing the major in Culture and Media. A call-to-action button labeled "See Culture and Media Courses" is positioned to the right of the paragraph.

EUGENE LANG COLLEGE THE NEW SCHOOL FOR LIBERAL ARTS Search

The New School >

ACADEMICS  
ADMISSION  
ABOUT  
NEWS & EVENTS  
MYNEWSCHOOL  
STUDENT LIFE  
SITE MAP

Contact Admission Supporting Lang

### Culture and Media

The major in Culture and Media provides critical research and production tools with which to understand and engage the pivotal role of media (forms of information and communication) in the contemporary world. Courses examine symbolic practices through interdisciplinary lenses with particular attention to technologies, forms, institutions, and effects.

**See Culture and Media Courses**

# Reference and source

1. Banking on Digital Growth: The Strategic Marketing Manifesto to Transform Financial Brands by James Robert Lay | May 8, 2020
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3. High Performance Through Business Process Management: Strategy Execution in a Digital World by Mathias Kirchmer | May 4, 2018
4. 77 BUILDING BLOCKS OF DIGITAL TRANSFORMATION: THE DIGITAL CAPABILITY MODEL by Jace An | Aug 28, 2018
5. From Social Media to Social Ministry: A Guide to Digital Discipleship by Nona Jones | Aug 4, 2020
6. Think in Systems: The Art of Strategic Planning, Effective Problem Solving, And Lasting Results by Zoe McKey | Nov 21, 2019
7. Agile Strategy Management in the Digital Age: How Dynamic Balanced Scorecards Transform Decision Making, Speed and Effectiveness by David Wiraeus and James Creelman | Aug 11, 2018