

Fall 2013

MS 9601A

UNIVERSITY OF WESTERN ONTARIO
Faculty of Information and Media Studies

PhD Interdisciplinary Foundations of Media Theory
Instructor: Prof. Edward A. Comor

This seminar prepares students for PhD work in Media Studies by introducing them to a selection of predominant theorists, concepts and approaches. In keeping with the interdisciplinary character of Media Studies, the works addressed come from several critical traditions.

The course is not intended to be a comprehensive survey of the history of media theory. Instead, it provides students with the opportunity to engage a selection of key texts, particularly those reflecting the field's analytical foundations.

Core themes of the course include the authors' reflexive modes of analyses; the political-economic and cultural underpinnings of Media Studies; and, finally, our collective assessment of Media Studies as an established field, a work-in-progress, *or perhaps something else*.

Time and Location:

Wednesdays 9:00 - 11:50am in NCB 454

Texts:

* Terry Eagleton, *Ideology, An Introduction*. London: Verso.

* PDF files available at the course's SharePoint site:

<http://courses.fims.uwo.ca/comor/ms9601a>

Grading:

* Participation (involving the quality of weekly in-class contributions and the Chairing of two classes). Each student will "Chair" one class between Weeks II-VI and another from Weeks VIII-XII (two students will Chair week III and Week IX): 30%

* Mid-term Take Home Test, distributed Oct. 16 and due Oct. 23 (constituting one 2500 word essay response): 20%

* End of Semester Research Interest Presentation, Nov. 27: 10%

* End of Semester Research Interest Paper, due Nov. 27 *with* Research Interest Presentation (constituting a 2500 word essay – *assessed and graded by fellow students*): 10%

* Final Take Home Exam, distributed Dec. 4 and due Dec. 11 by 4pm (constituting one 3000 word essay response***): 30%

Office Hours and Contact Information:

Edward Comor is in NCB 212 and holds his office hours on Thursdays from 9:15-10:15am *and by appointment*

Email: ecomor@uwo.ca / Telephone ext. 81233 (btw, I prefer email)

** During the second-last week of the semester, each student will deliver a Research Interest Presentation in which she will relate her PhD research interests to the theorists, concepts and approaches discussed during the course. Each should be 15 minutes in length, with 15 additional minutes devoted to discussion. The goal of the presentation is to compel students to relate the foundational readings of Media Studies to their own research trajectories.

*** The essay will assess the entire semester, particularly readings and concepts addressed after Oct. 23.

Class Schedule:**Week I, September 4****Introduction**

No readings

Week II, September 11**Media Studies: Antecedents and Divisions**

Robert Babe, *Cultural Studies and Political Economy: Toward a New Integration* (Lanham: Lexington Books, 2009), pp. 13-115 (in IMS and Weldon reserves).

Stuart Hall, "The Rediscovery of Ideology: Return of the Repressed in Media Studies" in *Culture, Society and the Media* (New York: Methuen, 1983), M. Gurevitch et al. (eds.), pp. 56-90.

Terry Eagleton, *Ideology: an Introduction* (London: Verso, 2007), Ch. 3.

Sign up for seminar Chairing – once during weeks III-VI and once during VII-XI

Week III, September 18**Marx**

David Harvey, *The Limits to Capital* (Oxford: Basil Blackwell, 1982), pp. 5-35; 75-119.

Karl Marx, "Introduction to a Critique of Political Economy" in *The Marx and Engels Reader* Second Edition (New York: W.W. Norton, 1978), R.C. Tucker (ed.), pp. 222-250; Marx "Ruling Class and Ruling Ideas" in *Ibid*, pp. 172-75; and Frederick Engels, letter to Joseph Bloch, 1890, in *Ibid*, pp. 760-62.

(two Chairpersons)

Week IV, September 25

Marxism

Terry Eagleton, *Why Marx Was Right* (West Haven: Yale University Press), chapters 3 & 5.

Raymond Williams, *Marxism and Literature* (Oxford: Oxford University Press, 1977), pp. 75-82 & 83-89.

Raymond Williams, "Culture" in *Marx: the First 100 Years* (London: Fontana, 1983), D. McLellan (ed.), pp. 15-55.

Terry Eagleton, *Ideology* (London: Verso, 1991), Ch. 4.

Week V, October 2

The Frankfurt School of Critical Theory

Theodor Adorno and Max Horkheimer, 2002 [1944]. "The Culture Industry" in *Dialectic of Enlightenment*, Ch. 1.

David Held, *Introduction to Critical Theory: Horkheimer to Habermas* (London: Hutchinson, 1980), chapters 3 & 4.

Jürgen Habermas, "The Public Sphere: An Encyclopedia Article" in M.G. Durham and D. Kellner (eds), *Media and Cultural Studies* (Malden, MA: Blackwell, 2001 [1964]), pp. 102-107.

Nancy Fraser, "Rethinking the Public Sphere" in *Social Text* 25/26 (1990), pp. 56-80.

Week VI, October 9

Innis and Medium Theory

Harold Innis, *Staples, Markets and Cultural Change* (Montreal and Kingston: McGill - Queen's University Press, 1995), pp. 429-437; 350-355; and 325-49.

Edward Comor, "Harold Innis's Dialectical Triad" in *Journal of Canadian Studies* 29:2 (1994), pp. 111-27.

Alexander Watson, *Marginal Man* (Toronto: University of Toronto Press, 2008), pp. 306-319; 321-329; and 367-393 (*electronic copy available via UWO library website*).

optional: Robin Neill, "Harold Adams Innis: Canadian Economics" in *Journal of Economic Issues* 3:3 (1969), pp. 3-15 (*electronic copy available via UWO library website*).

Week VII, October 16
McLuhan and Medium Theory

Marshall McLuhan, *Essential McLuhan* (Concord: Anansi, 1995), E. McLuhan and F. Zingrone (eds.), pp. 21-34; 89-105; and 149-69.

Robert Babe, “The Communication Thought of Herbert Marshall McLuhan” in *Media, Structures, and Power* (Toronto: University of Toronto Press, 2011), E. Comor (ed.), Ch. 12.

Janine Marchessault, *Marshall McLuhan* (London: Sage, 2005), pp. 55-72, 94-130; 204-24 (*electronic copy available via UWO library website*).

Alexander Watson, *Marginal Man* (Toronto: University of Toronto Press, 2008), pp. 404-13 (*electronic copy available via UWO library website*).

Mid-term take-home test questions distributed in class

Week VIII, October 23
Mid-term take-home test answer due today – no class

Week IX, October 30
Gramsci and Neo-Gramscian Theory

Antonio Gramsci, *Selection from The Prison Notebooks* (New York: Columbia University Press, 1975 [1929-35]) J.A. Buttigieg (ed.), pp. 5-14; 147-57; 180-90; 298-301; 323-43; 419-20.

Perry Anderson, “The Antinomies of Antonio Gramsci” in *New Left Review* No. 100 (1976), pp. 5-7; 18-39; 41-46; 49-60; 69-72; and 75-78.

Raymond Williams, *Marxism and Literature* (Oxford: Oxford University Press, 1977), pp. 108-14.

Stuart Hall et al., *Policing the Crisis* (New York: Holmes & Meier, 1978), pp. 57-66; 150-65; 194-217; and 260-64.

(two Chairpersons)

Sign up for end of semester Research Interest Presentations

Week X, November 6
Barthes, Semiotics, and Cultural Studies

Roland Barthes, “Myth Today” in *Cultural Theory and Popular Culture* (New York: Prentice Hall,

1998), John Storey (ed.), pp. 109-119.

Roland Barthes, *Mythologies* (New York: Hill and Wang, 1983 [1957]), pp. 15-25; 62-67; and 78-80.

Stuart Hall, "Encoding/Decoding" in *The Cultural Studies Reader* (London: Routledge, 1993), S. During (ed.), pp. 90-103.

bell hooks, "Eating the Other: Desire and Resistance" *Feminist Approaches to Theory and Methodology* (Oxford: Oxford University Press, 1999), S. Hesse-Biber et al. (eds.), pp. 179-194.

Week XI, November 13 **Foucault, Baudrillard, and Discourse**

Michel Foucault, *The History of Sexuality, an Introduction*, Vol. I (New York: Vintage, 1990 [1978]), pp. 17-35 and 92-102.

Michel Foucault, selected interviews in *Power* (New York: New Press, 2000), J.D. Faubion (ed.), pp. 116-33 and 288-93.

Jean Baudrillard, *Symbolic Exchange and Death* (London: Sage, 1993), pp. 50-76.

Jean Baudrillard, "Simulacra and Simulations" in *Jean Baudrillard: Selected Writings* (Stanford: Stanford University Press, 1988) M. Poster (ed.), pp. 166-84.

Terry Eagleton, *Ideology* (London: Verso, 1991), pp. 193-220.

Week XII, November 20 **Post-Marxist Trajectories**

Ernesto Laclau and Chantal Mouffe, "Post-Marxism Without Apologies" in *New Left Review* No. 166 (1987), p. 79-106.

Nick Dyer-Witheford, "Hegemony or Multitude? Two Versions of Radical Democracy for the Net" in *Radical Democracy and the Internet* (New York: Palgrave MacMillan, 2007), L. Dahlberg and E. Siapera (eds.), pp. 191-206.

David Harvey, "Commonwealth: an Exchange with Hardt and Negri" in *Artforum* 38(3) (November 2009), pp. 210-21.

Slavoj Žižek, "Have Michael Hardt and Antonio Negri Rewritten the *Communist Manifesto* for the Twenty-First Century?" in *Rethinking Marxism* 13:3/4 (Fall/Winter 2001), pp. 190-98.

Week XIII, November 27

End of Semester Research Interest Presentations

No readings

Week XIV, December 4

Course Summary

No readings

Take-Home Final Exam question distributed in class (due December 11)

Supplemental/Additional Works

Marx and Marxism (incl. Gramsci)

- Althusser, Louis. 2001. *Lenin and Philosophy, and Other Essays*. Monthly Review Press.
- Bennett, Tony. 1998. "Popular Culture and the Turn to Gramsci" in *Cultural Theory and Popular Culture*. J. Storey, ed. University of Georgia Press.
- Braverman, Harry. 1974. *Labor and Monopoly Capital: The Degradation of Work in the Twentieth Century*. Monthly Review Press.
- Chomsky, Noam and Edward Herman. 1988. *Manufacturing Consent*. Pantheon Books.
- Cohen, G.A. *Karl Marx's Theory of History: A Defence*. Princeton University Press.
- Cox, Robert W. 1987. *Production, Power and World Order*. Cambridge University Press.
- Dyer-Witheford, Nick. 1999. *Cyber-Marx. Marx*. Champaign: University of Illinois Press.
- Garnham, Nicholas. 1990. *Capitalism and Communication*. Sage.
- Gitlin, Todd. 1979. "News as Ideology and Contested Area: Toward a Theory of Hegemony, Crisis, and Opposition" in *Socialist Review*. 9(6), pp. 11-54.
- Gramsci, Antonio. 1985. *Selections From Cultural Writings*. D. Forgacs and G. Nowell-Smith (eds.). London: Lawrence and Wishart.
- Jhally, Sut. 1987. *The Codes of Advertising*. Pinter.
- Lukacs, Georg. 1971. *History and Class Consciousness*. MIT Press.
- Marx, Karl. 1957. *Capital, Vol. I*. (any edition).
- Marx, Karl. 1844. *Economic and Philosophic Manuscripts* (any edition).
- Marx, Karl. 1852. *The Eighteenth Brumaire of Louis Bonaparte* (any edition).
- Marx, Karl. 1846. *The German Ideology* (any edition).
- Marx, Karl. 1857-58. *Grundrisse* (any edition).
- Marx, Karl and Fredrich Engels. 1848. *The Communist Manifesto* (any edition).
- Smythe, Dallas. 1981. *Dependency Road*. Ablex.
- Thompson, E. P. 1963. *The Making of the English Working Class*. Penguin.
- Thompson, E.P. 1978. *The Poverty of Theory* (any edition).
- Williams, Raymond. 1958. *Culture and Society*. Harper and Row.
- Williams, Raymond. 1980. *Problems in Materialism and Culture*. New Left Books.
- Williams, Raymond. 2003. *Television*. Routledge.

The Frankfurt School of Critical Theory

- Adorno, Theodor et al. 1964. *The Authoritarian Personality*. Wiley.
- Benjamin, Walter. 1969. *Illuminations*. Schocken.
- Bottomore, Tom. 2002. *The Frankfurt School and its Critics*. Routledge.
- Calhoun, Craig. 1992. *Habermas and the Public Sphere*. MIT Press.
- Debord, Guy. 1995. *The Society of the Spectacle*. New York: Zone Books.
- Fromm, Eric. 1976. *To Have or To Be?* Harper Collins.
- Fromm, Eric. 1955. *The Sane Society*. Rinehart and Winston.
- Habermas, Jurgen. 1983. *The Theory of Communicative Action*. Boston: Beacon Press.
- Habermas, Jurgen. 1989. *The Structural Transformation of the Public Sphere*. MIT Press.
- Horkheimer, Max. 1974. *Eclipse of Reason*. Seabury.
- Keane, John. 1995. "Structural Transformations of the Public Sphere" in *The Communication Review* 1(1).
- Kellner, Douglas. 1989. *Critical Theory, Marxism, and Modernity*. Polity Press.
- Marcuse, Herbert. 1966. *Eros and Civilization: An Inquiry Into Freud*. Beacon Press.
- Marcuse, Herbert. 1964. *One-Dimensional Man*. Beacon Press.
- Martin, Jay. 1973. *The Dialectical Imagination: A History of the Frankfurt School and the Institute for Social Research 1923-1950*. Little, Brown.
- Stamps, Judith. 1995. *Unthinking Modernity: Innis, McLuhan, and the Frankfurt School*. McGill-Queen's University Press.

Innis, McLuhan and Medium Theory

- Acland, Charles and William Buxton, eds. 1999. *Harold Innis in the New Century*. McGill-Queen's University Press.
- Babe, Robert E. 2000. "The Communication Thought of Harold Adams Innis" in his *Canadian Communication Thought*. University of Toronto Press.
- Babe, Robert and Edward Comor, "Poster Meets Innis: Poststructuralism and the Possibility of Political Economy" in *Topia* Vol.16 No. 5 (Fall 2006), pp. 5-16.
- Carey, James. 1975. "Canadian Communication Theory" in *Studies in Canadian Communications*. G. Robinson and D. Theall, eds. McGill University.
- Carey, James. 1992. "Space, Time and Communications: A Tribute to Harold Innis" in his *Communication as Culture*. Routledge.
- Comor, Edward. 2001. "Harold Innis and 'The Bias of Communication'" in *Information, Communication and Society* 4:2.
- Crowley, David and Paul Heyer, eds. 2007. *Communication in History*. Boston: Pearson.
- Deibert, Ronald. 1997. *Parchment, Printing, and Hypermedia*. Columbia University Press.
- Innis, Harold. 1951. *The Bias of Communication*. University of Toronto Press.
- Innis, Harold. 1950. *Empire and Communications*. Clarendon Press.
- Innis, Harold. 1946. *Political Economy in the Modern State*. Ryerson Press.
- MacDonald, Michael. 2011. "Martial McLuhan" in *Enculturation* 12.
- McLuhan, Marshall. 1970. *Culture is Our Business*. McGraw Hill.
- McLuhan, Marshall. 1970. *From Cliché to Archetype* with Wilfred Watson. Viking.
- McLuhan, Marshall. 1988. *Laws of Media* with Eric McLuhan. University of Toronto Press.
- McLuhan, Marshall. 1989. *The Global Village: Transformations in World Life and Media in the 21st Century* with Bruce R. Powers; Oxford University Press.
- Meyrowitz, Joshua. 1985. *No Sense of Place*. Oxford University Press.
- Neill, Robin. 1972. *A New Theory of Value*. University of Toronto Press.
- Parker, Ian. 1983. "'Commodity Fetishism' and 'Vulgar Marxism': On 'Rethinking Canadian Political Economy'" in *Studies in Political Economy* Vol. 10.

Postman, Neil. 2000. "The Social Effects of Commercial Television" in *Critical Studies in Media Commercialism*. R. Anderson and L. Strate, eds. Oxford University Press.

Theall, Donald F. 2001. *The Virtual Marshall McLuhan*. McGill-Queen's University Press.

Cultural Studies and Semiotics

Bourdieu, Pierre. 1993. *The Field of Cultural Production*. New York: Columbia University Press.

Culler, Jonathan. 1981. *The Pursuit of Signs: Semiotics, Literature, Deconstruction*. Ithaca: Cornell University Press.

Genette, Gerard. 1979. *Narrative Discourse: An Essay in Method*. Cornell University Press.

Hall, Stuart. 1978. *Resistance Through Rituals: Youth Sub-Cultures in Post-War Britain*. Hutchison.

Hoggart, Richard. 1957. *The Uses of Literacy*. Chatto and Windus.

Kellner, Douglas. 1995. *Media Culture: Cultural Studies, Identity and Politics Between the Modern and the Postmodern*. Routledge.

Kurzweil, Edith. 1980. *The Age of Structuralism: From Levi-Strauss to Foucault*. Columbia University Press.

Levi-Strauss, Claude. 1969. *The Raw and the Cooked; Introduction to a Science of Mythology*. Harper and Row.

McCracken, Gant. 1990. *Culture & Consumption*. Bloomington: Indiana University Press.

Said, Edward. 1979. *Orientalism*. Vintage.

Storey, John. 2000. *Cultural Theory and Popular Culture: An Introduction*.

Longman.

Post-modernism and Discourse Theory

Baudrillard, Jean. 1988. *The Ecstasy of Communication*. Semiotext(e).

Baudrillard. 1983. *Simulations*. Semiotext(e).

Derrida, Jacques. 1969. "The Ends of Man" in *Philosophy and Phenomenological Research* 30.

Derrida, Jacques. 1976. *Of Grammatology*. Johns Hopkins University Press.

Deleuze, Gilles and Felix Guattari. 1987. *A Thousand Plateaus*. University of Minnesota Press.

Foucault, Michel. 1972. *The Archaeology of Knowledge*. Harper and Row.

Foucault, Michel. 1977. *Discipline and Punish*. Vintage.

Foucault, Michel. 1973. *The Order of Things*. Vintage.

Kellner, Douglas and Best, Steven. 1997. *The Postmodern Turn*. Guilford Press.

Laclau, Ernesto and Chantal Mouffe. 1985. *Hegemony and Socialist Strategy*. Verso.

Liotard, Jean-François. 1988. *Differend: Phrases in Dispute*. University of Minnesota Press.

Poster, Mark. 1990. *The Mode of Information*. University of Chicago Press.

Spivak, Gayatri Chakravorty. 1983. "Displacement and the Discourse of Woman" in *Displacement: Derrida and After*. M. Krupnick, ed. Indiana University Press.

Zhao, Yuezhi. 1993. "The 'End of Ideology' Again?" in *Canadian Journal of Sociology* 18:1.

Communication and Culture Policy

Babe, Robert E. 1995. *Communication and the Transformation of Economics*. Boulder: Westview Press.

Babe, Robert E. 2010. *Media, Structures, and Power*. E. Comor (ed.) University of Toronto Press.

Beniger, James R. 1986. *The Control Revolution: Technological and Economic Origins of the Information Society*. Harvard University Press.

Chomsky, Noam. 1989. *Necessary Illusion: Thought Control in Democratic Societies*. CBC Enterprises.

Comor, Edward. 2008. *Communication, Commerce and Power*. St. Martin's and Macmillan.

Comor, Edward. 2008. *Consumption and the Globalization Project*. Palgrave Macmillan.

Comor, Edward. 2011. "Contextualizing and Critiquing the Fantastic Prosumer: Power, Alienation and Hegemony" in *Critical Sociology* 37:3.

Dorland, Michael, ed. 1996. *The Cultural Industries in Canada*. Lorimer.

Ewen, Stuart. 1996. *PR!: A Social History of Spin*. Basic Books.

Galbraith, John Kenneth. 1958. *The Affluent Society*. Houghton Mifflin.

Golding, Peter and Graham Murdock. 2000. "Culture, Communications and Political Economy" in *Mass Media and Society*, J. Curran and M. Gurevitch, eds. Arnold Press.

Hardt, Hanno. 1992. *Critical Communication Studies: History and Theory in America* Routledge.

Huws, Ursula. 2003. *The Making of a Cybertariat*. Monthly Review Press.

Leiss, William, S. Klein and S. Jhally. 1990. *Social Communication in Advertising*. Nelson.

Lessig, Lawrence. 2006. *Code: version 2.0*. Basic Books.

MacBride, Sean, et al. 1984. *Many Voices, One World*. Paris: Kogan Page/UNESCO.

Mazzarella, William. 2003. *Shoveling Smoke*. Duke University Press.

McQuail, Denis and K. Siune. 1998. *Media Policy. Convergence, Concentration and Commerce*. Sage.

Melody, William, et al., eds. 1991. *Culture, Communication and Dependency*. Ablex.

Murdock, Graham. 1982. "Large Corporations and the Control of the Communications Industries" in *Culture, Society and the Media*. M. Gurevitch et al., eds. Methuen.

Raboy, Marc. 1990. *Missed Opportunities*. McGill-Queen's University Press.

Schiller, Dan. 1981. *Objectivity and the News*. University of Pennsylvania Press.

Schiller, Herbert I. 1969. *Mass Communications and American Empire*. Augustus M. Kelley.

Simpson, Christopher. 2003. "U.S. Mass Communication Research, Counterinsurgency, and Scientific 'Reality'" in *Communication Researchers and Policy Making*. S. Braman (ed.), MIT Press.

Others

Anderson, Benedict. 1983. *Imagined Communities*. Verso.

Appadurai, Arjun. 'Disjuncture and Difference in the Global Cultural Economy' in *Global Culture*. 1990. Mike Featherstone, ed. Sage.

Bauman, Zygmunt. 2000. *Liquid Modernity*. Polity.

Benson, Rodney and Erik Neveu, eds. 2005. *Bourdieu and the Journalistic Field*. Polity.

Berger, Peter L. and Thomas Luckmann. 1967. *The Social Construction of Reality*. Anchor.

Butler, Judith. 1990. *Gender Trouble*. Routledge.

Butler, Judith and Joan W. Scott, eds. 1992. *Feminists Theorize the Political*. Routledge.

Calhoun, Craig et al. 1993. *Bourdieu: Critical Perspectives*. Chicago University Press.

Carey, James . 1994. 'Communications and Economics' *Information and Communication in Economics*. R. Babe (ed.), Kluwer.

Carey, James. 1989. *Communication as Culture*. Routledge.

Castells, Manuel. 1996. *The Rise of the Network Society*. Blackwell.

Compton, James. 2004. *The Integrated News Spectacle*. Peter Lang.

Dreyfus, Hubert and Paul Rabinow. 1982. *Michel Foucault: Beyond Structuralism and Hermeneutics*. University of Chicago Press.

Eisenstein, Elizabeth. 2005. *The Printing Revolution in Early Modern Europe* (2nd ed.). Cambridge University Press.

Fanon, Frantz. 1991. *Black Skin, White Masks*. Grove Weidenfeld

Fraser, Nancy. 1997. *Justice Interruptus: Critical Reflections on the 'Postsocialist' Condition*. Routledge.

Giddens, Anthony. 1990. *The Consequences of Modernity*. Stanford University Press.

Gilroy, Paul. 2000. *Against Race: Imagining Political Culture Beyond the Color Line*. Belknap Press.

Gitlin, Todd. 2001. *Media Unlimited*. Metropolitan Books.

Gitlin, Todd. 1980. *The Whole World Is Watching*. University of California Press.

Grossberg, Lawrence. 1996. "Identity and Cultural Studies: Is That All There Is?" in S. Hall and P. du Gay (eds.), *Questions of Cultural Identity*. Sage.

Hardt, Michael and Antonio Negri. 2000. *Empire*. Harvard University Press.

Hardt, Michael and Antonio Negri. 2004. *Multitude*. Penguin.

Harvey, David. 1989. *The Condition of Postmodernity*. Oxford: Blackwell.

Kline, Steve, et al. 2003. *Digital Play*. McGill-Queens University Press.

Lukes, Steven. 1974. *Power: A Radical View*. Macmillan.

Mosco, Vincent. 1996. *The Political Economy of Communication*. Sage.

Sheridan, Alan. 1980. *Michel Foucault: The Will to Truth*. New York: Tavistock.

Slater, Don. 1997. *Consumer Culture and Modernity*. Polity.

Tomlinson, John. 2001. *Cultural Imperialism*. Continuum.

Tomlinson, John. 1999. *Globalization and Culture*. Cambridge: Polity Press.

Veblen, Thorstein. 1953. *The Theory of the Leisure Class*. Mentor.

Webster, Frank. 2006. *Theories of the Information Society*. Routledge.

Webster, Frank and K. Robins. 1999. *Times of the Technoculture*. Routledge.

Žižek, Slavoj. 1994. *Mapping Ideology*. London: Verso.

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