

# Introduction to Media Anthropology

First Session 17.4.2015

## Agenda:

### I General Introduction

- Outline of the Course
- Methods & Contributions, Grading
- Proposed Time Schedule
- Scheduling of Presentations
- Further Q & A

### II Joint Reading & Discussion:

### III Short Lecture: Media Anthropology -General Perspectives

### IV Homework->Reading to prepare the next session



# I General Introduction

## Methods & Contributions, Grading

### Methods:

- Lectures
- Reading at home
- Reading in class
- Discussion of media samples, cases

### Contributions

- Oral presentations in class (30mins) ; study based
- Two Options: Exploring
  - a particular field of research /or
  - an empirical case

### Grading based on:

- presentations with 1 page abstracts
- three page summary plus blog entry (words) with samples or (usual) essay

# I General Introduction

## Outline of the Course:

- **General introduction** into a sub-field of our discipline-
  - anthropological approach to media, significance of media,
  - media as Cultural Expression, media, globalisation & social change
- **Brief history, contemporary research fields**
- (Main) **concepts** (media, mediation, public sphere, medialisation ..)
- Important **authors**, seminal texts, academic landscape
- (Selected) contemporary **debates**

Note: **Case studies:**

to stand for fields of study, debates, methods; exemplary research & presentation

->Project & **research based learning** -> Focussing an empirical field -> insights

# I General Introduction

- Proposed Time Schedule
- -> BB
- Scheduling of Presentations
  - > BB
- Rules
- Further Q & A



# I General Introduction

## Sources

- >BB – Reader, further material
- > Blog- <http://blogs.fu-berlin.de/mediaanthro/>  
overviews, media samples

## Library:

- Online : Primo
- >A) OSI-HA 49 Grätz (main reading room, Ihnestr.21)
- Introductory readers
- Selected monographs
- B) Library Garystr.55:
- Communication studies section- shelves reading room (signed „LA-LB-LC..“ oder “AP “ )



## Further Q & A

# I General Introduction

## **Focus:**

the relationship between cultural and social change through media appropriation and media related political and cultural power vs. emancipation processes in everyday life

-> Prezi-Presentation





# II Defining and Researching Media & Mediation – Anthropological Approaches

## Joint Reading & Discussion

**Dominic Boyer**

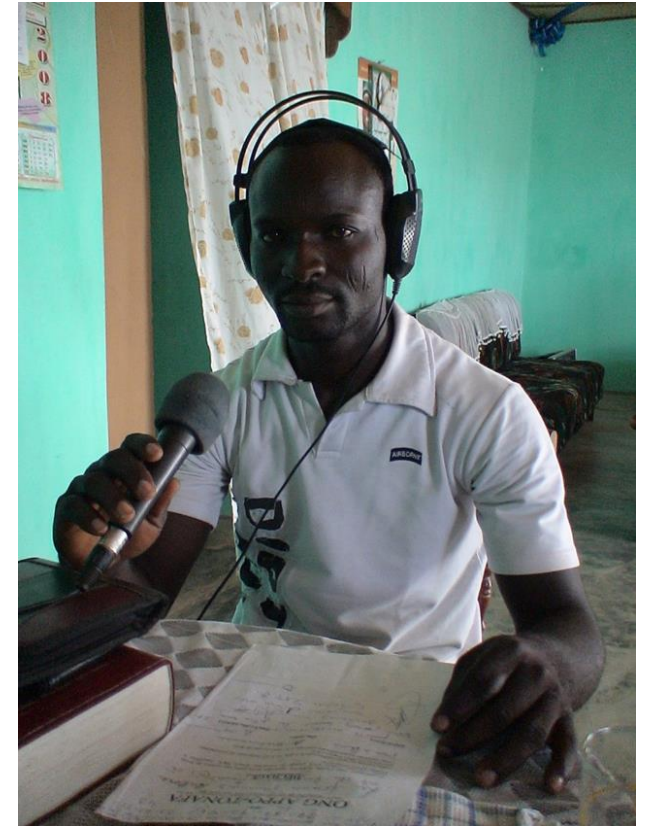
2012. From media anthropology to the anthropology of mediation. In R. Fardon, O. Harris, Trevor H. J. Marchand, M. Nuttall, C. Shore, V. Strang, & Richard A. Wilson (Eds.), *The SAGE handbook of social anthropology*. London: SAGE Publications Ltd, pp. 411-423.

*->Contemporary challenges of Media Anthropology?*

*-> Why a new focus on mediation?*

# II Defining and Researching Media & Mediation – Anthropological Approaches

- [Mindmap: Media Anthropology – research fields](#)
- [Media Fields/ Mediascapes](#)
- Approaches, History of the subdiscipline





# I Homework

- Login -> Blackboard (asap)
- Reading:
- **Hahn 2004**

*Global Goods and the Process of Appropriation. in: Global Goods and the Process of Appropriation*

Guiding questions:

- Main steps of appropriation
- Application to media, technologies and contents
- Limits of the concept

- **Spitulnik 2002**

*Alternative Small Media and Communicative Spaces.*

Guiding questions:

- Relationship between SAM and public spheres
- Democracy and the relevance of SAM

- Start preparing your contribution:
  - Meet /communicate with your fellow presenter
  - Agree on tasks and working plan
  - Brainstorming – first ideas
  - Send an outline (intended parts, list of references + abstract) two weeks before the presentation