

**Comm 774 Media Institutions**  
Communication Studies  
University of Michigan  
Winter 2008

Instructor: W. R. Neuman  
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Class Meetings:  
Wednesdays 3:00 – 5:30  
USB 2234

This seminar is designed to introduce graduate students in Comm Studies and related fields such as Information, Business, Political Science, Sociology, Economics, Public Policy and Law to an institutional perspective in the study of mass communication. There is a traditional division in the study of communication between the historical/ qualitative and the behavioral perspectives. This seminar bridges that division in an interesting way -- by exploring the historically grounded study of the behavior of institutions. Since institutions don't adapt well to participating in experiments and surveys, we fall back on case studies and the systematic analysis of institutional outputs under different conditions. Since different conditions exist under the policy regimes of different nation states, much of this work draws on international comparative research. Other work draws on the before-and-after analysis of an institutional or regulatory change within a particular national context.

It is often said that the opportune time to study behavior is at times of crisis -- to examine the behavioral response to particularly strong stimuli. Well, you've come to the study of media institutions in an era of dramatic change and reorganization, so your timing is excellent. The source of the institutional revolution in communications media is not the triumph of some new idea about how to organize the public sphere (wouldn't that have been interesting.) No, it is the largely unwelcome (by the established industries) pressure of digital convergence that forces existing industrial sectors to compete among themselves and with each other in new ways.

The mass media institutions of the modern industrial West are largely privately owned. So much of what we'll review is the complex and evolving dance between public regulators who may or may not have the public interest in mind and private profit-maximizing businesses. Getting a feel for the world-view and rarified jargon of the prominent media industries will be one of our goals. In that vein we'll review one of the industry trades on a weekly basis, probably *Broadcasting and Cable*, and discuss how the latest developments are playing in the corporate boardrooms.

The academic reading assignments are relatively burdensome, running at a book (or equivalent) a week. But I think you'll find it a good exercise to learn to extract the key insights from a book even when you don't have time to read and study every page.

The seminar is organized around a term paper due the last day of class. Topics will likely vary widely in response to student interests. Students will be asked to prepare a brief topic description for discussion with the instructor the third or fourth week of class.

**COMM STUDIES 774 Media Institutions  
Course Schedule and Reading Assignments**

<u>Dates</u>	<u>Topic</u>	<u>Readings</u>
Jan 9	Introductory Lecture & Discussion	---
Jan 16	The Evolution of Broadcasting	Barnouw, Erik. 1975. <u>Tube of Plenty</u> . New York: Oxford University Press.
Jan 23	The Evolution of Telephony	Brock, Gerald W. 1981. <u>The Telecommunications Industry</u> . Cambridge: Harvard University Press.
Jan 30	The Evolution of the Internet	Abbate, Janet. 1999. <u>Inventing the Internet</u> . Cambridge: MIT Press. Goldsmith, Jack and Tim Wu (2006). <u>Who Controls the Internet?</u> New York: Oxford University Press.

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<u>Dates</u>	<u>Topic</u>	<u>Readings</u>
	No class meeting Feb 6th	
Feb 13	Technological Convergence and the Crisis of Communication Policy	Pool, Ithiel de Sola. 1983. <u>Technologies of Freedom</u> . Cambridge: Harvard University Press.
Feb 20	An Introduction to Media Economics	Picard, R. G. (1989). <u>Media Economics: Concepts and Issues</u> . Newbury Park, Sage.
	**Spring Break**	
Mar 5	The Copyright Conundrum	Litman, Jessica (2001) <u>Digital Copyright</u> Amherst NY, Prometheus Books.

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<u>Dates</u>	<u>Topic</u>	<u>Readings</u>
Mar 12	Rethinking Deregulation	Neuman, W. Russell, Lee McKnight, and Richard Jay Solomon. 1997. <u>The Gordian Knot: Political Gridlock on the Information Highway</u> . Cambridge: MIT Press.
Mar 19	Looking at the Case Studies (look over the recent titles and search on topics of interest in the archives)	<a href="http://web.si.umich.edu/tprc/archive-search.cfm">web.si.umich.edu/tprc/archive-search.cfm</a>
Mar 26	A Global Perspective	Castells, M. (1996). <u>The Rise of the Network Society</u> . Malden MA, Blackwell Publishers.

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<u>Dates</u>	<u>Topic</u>	<u>Readings</u>
Apr 2	A Progressive Perspective	McChesney, R. (1999). <u>Rich Media, Poor Democracy</u> . Urbana, University of Illinois Press.
Apr 9	Wrap Up	

## Comm 774 Media Institutions Resource Reading List

- Abbate, Janet (1999). Inventing the Internet. Cambridge: MIT Press.
- Agre, Philip E. and Marc Rotenberg, Eds. (1997). Technology and Privacy: The New Landscape. Cambridge: MIT Press.
- Alexander, Alison, James Owens and Rod Carveth, Eds. (1999). Media Economics: Theory and Practice, 2nd Edition. Hillsdale NJ: Erlbaum.
- Anderson, Chris (2006). The Long Tail: Why the Future of Business Is Selling Less of More. New York: Hyperion.
- Aufderheide, Patricia (1998). Communications Policy and the Public Interest. New York: Guilford Press.
- Auletta, Ken (1992). Three Blind Mice : How the Tv Networks Lost Their Way. New York: Vintage.
- Bagdikian, Ben H. (2004). The New Media Monopoly. Boston: Beacon Press.
- Bailey, Elizabeth E. (1998). The Evolving Politics of Telecommunication Regulation. A Communications Cornucopia : Markle Foundation Essays on Information Policy. Noll, Roger G. and Monroe Edwin Price, Eds. Washington DC: The Brookings Institution. 379-399.
- Baker, C. Edwin (1994). Advertising and a Democratic Press. Princeton: Princeton University Press.
- Barnouw, Erik (1975). Tube of Plenty. New York: Oxford University Press.
- Beniger, James R. (1986). The Control Revolution: Technological and Economic Origins of the Information Society. Cambridge, MA: Harvard University Press.
- Benkler, Yochai (2006). The Wealth of Networks: How Social Production Transforms Markets and Freedom. New Haven: Yale University Press.
- Bettig, Ronald (1996). Copyrighting Culture: The Political Economy of Intellectual Property. Boulder CO: Westview.
- Bijker, Wiebe E., Thomas P. Hughes and Trevor Pinch, Eds. (1987). The Social Construction of Technological Systems. Cambridge: MIT Press.
- Bimber, Bruce (2003). Information and American Democracy: Technology in the Evolution of Political Power. New York: Cambridge University Press.
- Blumenthal, Howard J. and Oliver R. Goodenough (1998). This Business of Television. New York: Billboard Books.
- Bogart, Leo (1995). Commercial Culture: The Media System and the Public Interest. New York: Oxford University Press.
- Bourdieu, Pierre (1993). The Field of Cultural Production. Columbia University Press.
- Brinkley, Joel (1997). Defining Vision: The Battle for the Future of Television. New York: Harcourt Brace.
- Brock, Gerald W. (1981). The Telecommunications Industry. Cambridge: Harvard University Press.
- Brock, Gerald W. (2003). The Second Information Revolution. Cambridge: Harvard University Press.
- Brown, John Seely and Paul Duguid (2000). The Social Life of Information. Cambridge: Harvard Business School Press.
- Brown, Les (1971). Television: The Business Behind the Box. New York: Harvest.
- Buigues, Pierre A. and Patrick Rey (2004). The Economics of Antitrust and Regulation in Telecommunications: Perspectives for the New European Regulatory Framework. Northampton MA: Edward Elgar Publishing.
- Cairncross, Frances (1997). The Death of Distance. Boston: Harvard Business School Press.
- Camp, L. Jean (2000). Trust and Risk in Internet Commerce. Cambridge: MIT Press.
- Castells, Manuel (1996). The Rise of the Network Society. Malden MA: Blackwell Publishers.

- Castells, Manuel (1997). The Power of Identity. Malden MA: Blackwell Publishers.
- Castells, Manuel (1998). End of Millennium. Malden MA: Blackwell Publishers.
- Castells, Manuel (2003). The Internet Galaxy: Reflections on the Internet, Business, and Society. New York: Oxford.
- Chandler, Alfred D., Jr. and James W. Cortada, Eds. (2000). A Nation Transformed by Information: How Information Has Shaped the United States from Colonial Times to the Present. New York: Oxford University Press.
- Chomsky, Noam (2004). Media Control : The Spectacular Achievements of Propaganda. New York: Seven Stories Press.
- Compaine, Benjamin and Douglas Gomery, Eds. (2000). Who Owns the Media? Competition and Concentration in the Mass Media Industry. Mahwah NJ: Erlbaum.
- Compaine, Benjamin M. and William H. Read, Eds. (1999). The Information Resources Policy Handbook: Research for the Information Age. Cambridge: MIT Press.
- Czitrom, Daniel J. (1982). Media and the American Mind. Chapel Hill: University of North Carolina Press.
- Davis, Richard (1998). The Web of Politics : The Internet's Impact on the American Political System. New York: Oxford University Press.
- Davis, Richard and Diana Owen (1998). New Media and American Politics. New York: Oxford University Press.
- Derthick, Martha and Paul J. Quirk (1985). The Politics of Deregulation. Washington, DC: The Brookings Institution.
- DiMaggio, Paul, Eszter Hargittai, W. Russell Neuman and John Robinson (2001). Social Implications of the Internet. Annual Review of Sociology 27 Palo Alto CA: Annual Reviews. 307-336.
- DiMaggio, Paul and Walter W. Powell (1983). "The Iron Cage Revisited: Institutional Isomorphism and Collective Rationality in Organizational Fields." American Sociological Review 48: 147-160.
- Douglas, Susan J. (1997). Inventing American Broadcasting: 1899-1922. Baltimore: Johns Hopkins University Press.
- Drake, William, Ed. (1995). The New Information Infrastructure: Strategies for U.S. Policy. Washington DC: The Twentieth Century Fund Press.
- Dutton, William (1992). The Ecology of Games in Telecommunications Policy. The Telecommunications Revolution: Past, Present and Future. Sapolsky, Harvey, W. Russell Neuman, Eli Noam and Rhonda Crane, Eds. New York: Routledge. 65-88.
- Eckstein, Harry (1975). Case Study and Theory in Political Science. Handbook of Political Science. Greenstein, Fred and Nelson Polsby, Eds. Reading: Addison-Wesley. 79-137.
- Einstein, Mara (2004). Media Diversity: Economics, Ownership and the Fcc. Mahwa, New Jersey: Erlbaum.
- Entman, Robert M. and Steven S. Wildman (1992). "Reconciling Economic and Noneconomic Perspectives on Media Policy-Transcending the Marketplace of Ideas." Journal of Communication 42(1): 5-19.
- Fountain, Jane E. (2001). Building the Virtual State: Information Technology and Institutional Change. Washington, D.C.: Brookings Institution Press.
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- Garud, Raghu and Peter Karnoe, Eds. (2001). Path Dependency and Creation. Mahwah NJ: Erlbaum.
- Geddes, Barbara (2003). Paradigms and Sand Castles: Theory Building and Research Design in Comparative Politics. Ann Arbor: University of Michigan.
- Geertz, Clifford, Ed. (1963). Old Societies and New States: The Quest for Modernity in Asia. New York: The Free Press.
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- Gilder, George (2000). Telecosm : How Infinite Bandwidth Will Revolutionize Our World. New York: Free Press.
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- Habermas, Jürgen ([1962] 1989). The Structural Transformation of the Public Sphere. Cambridge: MIT Press.
- Hallin, Daniel C. and Paolo Mancini (2004). Comparing Media Systems: Three Models of Media and Politics. New York: Cambridge University Press.
- Harrison, Lawrence E. and Samuel P. Huntington, Eds. (2000). Culture Matters: How Values Shape Human Progress. New York: Basic Books.
- Heath, Chip and Dan Heath (2007). Made to Stick: Why Some Ideas Survive and Others Die. New York: Random House.
- Hellman, Hal (2004). Great Feuds in Technology. Cambridge: MIT Press.
- Hills, Jill (1991). The Democracy Gap: The Politics of Information and Communication Technologies in the United States and Europe. New York: Greenwood Press.
- Hindman, Matthew Scott (2007). Voice, Equality, and the Internet: Manuscript Forthcoming.
- Horwitz, Robert (1989). The Irony of Regulatory Reform. New York: Oxford University Press.
- Huber, Peter W. (1997). Law and Disorder in Cyberspace: Abolish the Fcc and Let the Common Law Rule the Telecosm. New York: Oxford University Press.
- Hudson, Heather (1997). Global Connections: International Telecommunications Infrastructure and Policy. New York: Van Nostrand Reinhold.
- Hundt, Reed (2001). You Say You Want a Revolution: A Story of Information Age Politics. New Haven: Yale University Press.
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- Kahin, Brian and James H. Keller, Eds. (1997). Coordinating the Internet. Cambridge: MIT Press.
- Kahin, Brian and Hal R. Varian, Eds. (1997). Internet Publishing and Beyond: The Economics of Digital Information and Intellectual Property. Cambridge: MIT Press.
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