

Professor: Vincent Bouchard
Fall 2016 – Tuesday/Thursday 9:30-10:45

Office Number: GA 3157, 856-2549 – vbouchar@indiana.edu
Office Hours: Tuesday/Thursday: 11: – 12:
And by appointment

F222: Francophone Media Studies

Description: In this class we will discuss the concepts of medium/media and mass media as they appear in the Francophone World, and base our reflexion on specific cases and theoretical readings (Mauss, McLuhan, Certeau, Bolter). We will explore the ways in which we constantly interact with various media, based on examples taken from the everyday life of Francophone people in North America, Europe and Africa. We will also study the importance of mass media (Journals, Magazines, Radio, Television) since the nineteen-century, question their convergence at a digital age, and examine our complex relation to them.

Objectives: This course will encourage students to develop their cultural, historical and geographical knowledge of the French-speaking world, their understanding of media configurations, and their academic research skills. This course will thus lead students to question their relationship to 'new' media by providing alternative historical and cultural benchmarks. This course will also be an opportunity to learn how to synthesize examples and how to develop a coherent argument, following a specific focus (question, thesis, hypothesis) – a skill applicable to all scholarly spheres, and beyond.

Textbooks: All texts and videos will be available on *Canvas*.

Evaluation & Grading: - Reading Response (10%) - Papers (4 x 10%).

- Oral presentation (10%, during the session).

- Mid-term / Final exam (40%).

Syllabus:

00 – Introduction: Question of mediation

01 – Mauss, *Techniques of the body*; McLuhan, *Understanding Media*.

Media & Literacy

03 – Orality & Writing (Ong, *The orality of language*)

1st paper

04 – Literacy & Printing (Eisenstein, *Emergence of Print Culture in the West*)

05 – Literacy & Reading (Roger Chartier, *The Practical Impact of Writing*)

06 – *Moniteur Acadien*, first Acadian Journal (Andrew, *More Than a Flag of Convenience*) *2nd paper*

Media & Audio-visual recording

07 – Sokolo's Radio (Balseiro, *Exile and longing in La Vie sur terre*)

08 – Music and sound recording (Roberts, *Technics, Individuation and Tertiary Memory*)

09 – The audio-visual representation of Francophones (Ancelet)

Media & Diffusion

10 – Cinema & Genre (Moine, *Cinema Genre*)

11 – Film reception and live commentary (Krings, *Turning Rice into Pilau*)

3rd paper

12 – Web & consumer culture (*Listening to Music*)

13 – Web distribution (*Les têtes à claques*, Québec)

14 – Conclusion & Synthesis

4th paper