

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: What did McLuhan (famous for his “the medium is the message”) mean when he spoke of “media as extensions of ourselves”? How are human activities such as speaking, walking, texting, or dancing a prelude to Mass Media (such as printing, filming, recording, broadcasting, etc.)? In this class we will examine our complex relationship with Mass Media (Journals, Magazines, Film, Radio, Television) and question their convergence at a Digital Age. We will focus on three *cultural clashes*: the introduction of *literacy* at the end of the Middle Age in Europe; the presence of *audio-visual* media in 20th c. Africa; and the uses of *digital* media in contemporary North America.

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, based on 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*.

Literacy in Europe

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*)

Audio-visual in Africa

06 – The oral tradition (Bourgault, *The Pre-colonial Legacy*)

2nd paper

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

08 – Cinema and Colonial Heritage (Reynolds, *Flash Forward: A Century of Cinema in Africa*)

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

Digital in North America

10 – Digital distribution (*Les têtes à claques*, Québec)

11 – Digital consumerism (*Listening to Music*)

3rd paper

12 – Video Games (Perron, *Essays on the Fusion of Fear and Play*)

13 – Digital citizenship (Proulx, *Can the use of digital media favour citizen involvement?*)

14 – Conclusion & Synthesis

4th paper