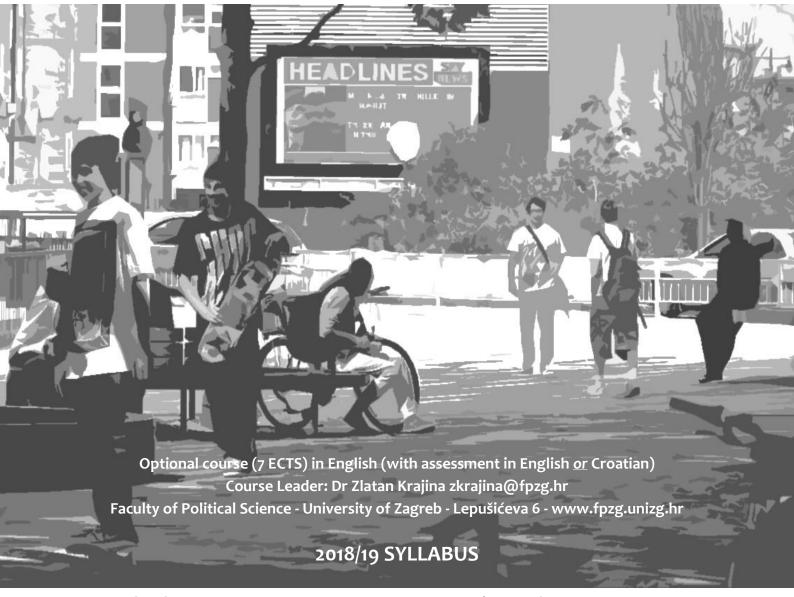# Media and the city.

2018/19 SYLLABUS

Lectures: Wednesdays 8:30 – 10:00, room SEMINAR III   •   **Seminar:** Wed 10:15-11:45, room SEMINAR III

Tutorials: Room 18/4th floor; Tuesdays 2-3pm, by appointment via e-mail

Learning resources: Library materials (Hard copy books + folder Media and the City; ask the student assistant in the Library for guidance) and Facebook group 'Media & the City' (for sharing links to relevant videos and articles). Please log into the course portal at _fpzg.unizg.hr_ regularly too, for course announcements.

Requirements: excellent command of academic English; regular attendance and participation; reading seminar texts (four registered readings), one in-sessional (10') presentation, and a final draft of assessed essay.

Assessment: one academic essay on an agreed topic in either English or Croatian (4500-5000 words), _or_ a 5-10' audio-visual essay (for students with background in television and film), _or_ original artwork (for fine arts students)

COURSE SUMMARY

We have entered the *urban age* - most of the world population now lives in cities, which means we live in spaces managed and negotiated via the use of an array of communication technologies and practices.

In what is a rapidly growing field in media and cultural studies, the concoction "media city" cannot satisfactorily examine the dual object of its study from a single perspective (neither urban studies nor media studies alone), but requires select inputs from a range of disciplines (politics, media studies, urban studies, human geography, sociology of everyday life, sociology of media consumption, cultural studies, and architecture). Adopting this inter-disciplinary frame, in this course we examine how contemporary urban spaces manifest themselves as "mediated cities", and why it is useful to understand a wide array of media and communications in their formative *urban* context, such as:

- reading city spaces (plans, layouts, street furniture, monuments) as symbol and text;
- understanding urban infrastructures such as squares as media (and vice-versa);
- the rise of transnational cultures and social disparities in global cities;
- urban and suburban media cultures: newspapers, cinema, radio, television and the mobile phone;
- changing spaces and practices of urban consumption (the storefront, the mall);
- the mediation of the neighbourhood, community and diaspora;
- the centrality of politics and culture to urban regeneration;
- communicative responses to urban crises such as racism, poverty and pollution;
- the role of street art, graffiti and performance in the negotiation of 'the right to the city';
- city competition and urban branding;
- outdoor advertising;
- changing forms of urban experience: indifference, encounter, flaneuring, street life;
- moving image architecture;
- the transformation of private/public as well as global/local in the contemporary city;
- 'smart'/cyber urbanism;
- the emergence of Media City production spaces and clusters.

You will gain access to cutting edge, creative and critical intellectual tools for understanding mediated urban life and you will develop an informed and independent understanding of what it means to live in the contemporary city. You will be expected to investigate mediated urban living creatively and critically, through a range of cross-disciplinary association, combined and unconventional methodology (paying attention to historical links and materiality of communication) as well as developing your own interest in the more specific issues and phenomena.

Hope you enjoy the course!

Zlatan Krajina

LEARNING AIMS AND OUTCOMES

General Learning Outcomes

By the end of the course students will:

- become familiar with key perspectives on the relevance of media and communications in the development of the modern (industrial) city and the post-modern (service-based) metropolis;
- be able to engage in an depth, informed and critical exploration of an empirical case of mediated urban living;
- demonstrate a sound understanding of how urban communication informs the ongoing transformation of cities and citizens' daily lives;

Specific Learning Outcomes

By the end of the course students will be able to:

- demonstrate an understanding of contemporary debates in urban and media studies;
- undertake and report on independent and multidimensional research on a particular case of urban communication;
- think inter-disciplinarily about matters of space, technology, identity and community;
- work individually and in groups, and make use of a diverse range of academic and non-academic resources (e.g. the arts, libraries, electronic sources, public sites, archives, etc.)

STUDENT PARTICIPATION AND REQUIREMENTS

This **syllabus** is the key document students should consult on all matters of the Media and the City course.

Further information such as weekly announcements, works cited in lectures, essay writing guidelines, essay questions, and assessment criteria, will be distributed during the term and posted on the **Intranet**.

Lectures will demonstrate key theoretical perspectives and empirical case studies on a particular urban media *theme* (e.g. architecture, cinema, advertising, community, public art, etc.). **Seminars** are designed as a student forum to engage in informed debates about weekly topics. Media and the city is about how we live and the spaces we inhabit. Thus, allow your daily experience to feed back to your studies and bring into the seminar whatever relevant materials you may come across during the term.

In preparation for the **seminar**, students are required to **read either one weekly case study** by their choice from those listed for each week's session **or a seminar text given out by the course leader** in advance of the session. These texts are here to stimulate your reflection on questions supplied under the heading 'Things to think about…', which you are advised to observe before the session. See below on requirements and see the list of **seminar texts.**

All case studies and seminar texts are located inside a **folder**, containing all electronic forms of literature, called *Media and the City*. The folder is available in the College Library, at the Demonstrators' desk, to be copied onto a personal memory storage. The folder is divided into subfolders pertinent to individual weekly sessions, inside which 'seminar' texts are marked. All other texts inside individual session's subfolders are there to offer you choice in your pursuit of the particular topics you want to investigate (no one has read everything!). There is a separate folder called 'key readers' containing collections of canonical texts which speak to almost any topic imaginable and are also good reference points for doing literature reviews for your essays.

Inspired by Walter Benjamin's saying that 'to know a city, it is necessary to lose oneself in it', sessions **4 and 8** will consist of a series of *urban walks.*

REQUIREMENTS:

1. Students are required to **attend** both lectures and seminars. The student qualifies for the examination entry by having no more than *three* absences from either component during the term.

2. Students are required to **read at least two seminar texts in each of the two parts of the course** and refer to them during seminar discussion.

3. In *Session 8,* students will be required to submit a mid-term 800-1000 word long *coursework*, in English, which will be a creative and critical report on a case of urban mediation of their own choice. This short piece of advance writing can be considered as a working 'urban diary' in which you reflect on whichever event, text, technology, etc., on mediated cities, and use as a reference point one to three texts from any of the sessions covered thus far. In terms of deciding about style and focus, you may find inspiration in
    -   Georges Perec's discussion on 'how to see' in *Species of Spaces* (The Street),
    -   Michel De Certeau's chapter on walking in The practice of everyday life (1984),
    -   Walter Benjamin's essays *One Way Street*.
    -   For the more contemporary examples of 'urban diaries', see also scanned bits of past student work from the *Street Signs* journal issued periodically by The Centre for urban and community research at Goldsmiths College, University of London (in Writing Guidelines subfolder in the M & C folder!).
    -   See also Helen Thomas' 'Stories of Plain Territory: The Maidan, Calcutta' (in *The Unknown City*, 2000).

    …..just go into the city and send us a meaningful and informed reflection on something that caught your eye!
    Coursework will not be marked but failure to submit will result in your final essay being marked down by one mark. The purpose of the coursework is to give you early feedback on where you are in academic writing on this course early enough to improve for the final essay.

4. Students are required to prepare one 5-10' long **presentation** each on one of the assigned key texts and as part of the presentation to refer to a relevant case related to the assigned text (explore the background of the case, prepare visuals to stimulate debate in the classroom, explain connections to the weekly theme).. *Texts for presentations will be assigned in week 1*. After the presentation, students are kindly asked to post their examples for others to see on our Media and the City FB group.

5. In **week 13** (last week) you are **required** to present in several minutes your **work-in-progress** for the final essay.

You are invited to join our *Facebook group Media and the City* where you will meet students from previous years, international researchers in this field and if you scroll down our posts (five years back!) you'll encounter endless links to examples and cases – if you're lacking ideas what to write about, the Facebook group is a good resource to begin with, even as a way of getting a sense of the kinds of stuff that might be relevant in your studies on this course....

There is no single *textbook* for any one contemporary media and cultural studies topic.
Latest hardcopy arrivals in the *college library* are:

READERS:
  Markham, T. and Rodgers, S. (2017) *Conditions of Mediation* London: Peter Lang
  Parks, L et al (2018) *Traffic Signal*
  NEW EDITION: LeGates, R. T. and Stout, F. (2016) *The City Reader* 6th edition Routledge.
  Bridge and Watson (2010) *Blackwell city reader 2nd edition* London: Wiley
  Graham, S. (2004) *Cybercities Reader* London: Routledge.
  McQuire, S. et al (eds) (2009) *Urban Screens Reader* Institute of Network Cultures, Amsterdam – available online
  http://www.networkcultures.org/_uploads/US_layout_01022010.pdf

MONOGRAPHS:
  Morley, D. (2017) *Communications and Mobility: The Migrant, the Mobile Phone, and the Container Box* London: Wiley.

Gordon, E. (2010) *The Urban Spectator: American Concept-Cities from Kodak to Google* Hanover and London: University Press of New England.

Fuller Matthew, *Media ecologies: materialist energies in art and technoculture* Cambridge: The MIT Press, 2007.

Krajina, Z. (2014) *Negotiating the Mediated City: Everyday Encounters with Urban Screens* London and New York: Routledge.

McCarthy, A. (2001) *Ambient television: visual culture and public space* Duke Uni Press

TEXTBOOKS:

McQuire, S. (2016) *Geomedia: networked urbanism* Polity.

McQuire, S. (2008) *The Media City: Media, Architecture and Urban Space* Los Angeles, London, New Delhi and Singapore: Sage Publications

THEME SPECIFIC COLLECTIONS:

Ailleo, G. et al (eds) (2017) *Communicating the City: Meanings, Practices, Interactions* London: Peter Lang.

Krajina, Z. and Blanuša, N. (eds) (2016) *EU Europe Unfinished* London: Rowman and Littlefield (see
chapters by Milevska, Ditchev, Obad and Čvoro)

Crisp, V and Menotti G (2015) *Besides the Screen: Moving Images through Distribution, Promotion and Curation* London Palgrave

Parks, L and Starosielski, N (2016) *Signal Traffic: Critical Studies of Media Infrastructures* University of Illinois Press

Shaw, D. and Humm, M. (eds) (2016) *Radical Space* London: Rowman and Littlefield

Hubbard, J et al (ed) (2014) *Public Space, Media Space* London: Palgrave

Vukić, F. *Zagreb: Modernity and the City* AGM

JOURNAL SPECIAL ISSUES:

Culture Unbound 2009; *International journal of Communication* 2016; any back issue of *Urban Cultural Studies* or *City* (accessible via NSK with your AAI password) and many others

The library holds a number of important texts in Croatian/Serbian/Bosnian too such as:

Auge Marc *Nemjesta* DAGGK Karlovac; studije *Živjeti u Zagrebu, Preživjeti u Zagrebu;* Benjamin, W odabrani tekstovi Školska knjiga; Čaldarović Ognjen *Čikaška škola urbane sociologije* Jesenski I Turk

Čaldarović, O. (2011) *Urbano društvo na početku 21.stoljeća* Zagreb: jesenski I Turk

Čaldarović, O. i (2015) Suvremena sociologija grada Zagreb : Jesenski i Turk [koristan pregled odabranih suvremenih teorija grada]

Gulin Zrnić, V. (2009) *Kvartovska spika: značenja grada I urbani lokalizmi u Novom Zagrebu* Jesenski I turk, Zagreb.(preporučujem!)

Đorđević, J. (ur) *Studije kulture* Beograd: Službeni glasnik, pogotovo tekstovi o gradovima u dijelovima 'postmoderna kultura' I 'hibridna kultura'

Featherstone, M; Burrows, R. (ur.) (2001) *Kiberprostor, kibertijela, cyberpunk: culture tehnološke tjelesnosti* Zagreb: Jesenski I turk

Grad za 21. Stoljeće, DAGGK Karlovac; Horvat, S. (2007) *Znakovi postmodernog grada* Zagreb: Jesenski I Turk; Kodrnja et al (ur) Kultura, drugi, žene VBZ

Lefebvre H. (1974) *Urbana revolucija* Školska knjiga

Mamford /Mumford, L. (2010) *Kultura gradova* Novi Sad: Mediteran Publishing

Katarina Nina Simončič (2013) *Kultura odijevanja u zagrebu na prijelazu iz 19. u 20. stoljeće* Zagreb: Plejada.

Sabotič, I. (2007) Stare zagrebačke kavane i krčme : s kraja 19. i početka 20. stoljeća Zagreb: AGM

Vujović I Petrović (ur) <u>Urbana Sociologija</u> Beograd (!!!)

Vukić, F. Zagreb : modernost i grad AGM

Zimel Georg (ključni tekstovi prev na srpski) Mediteran publishing – I na hrvatski: Kontrapunkti kulture, Georg Simmel, Jesenski I Turk.

There is a number of **other** important studies in Croatian on Zagreb and Croatian/Serbian translations which you can find in the Croatian national and academic Library **NSK** and the City libraries network **KGZ**, which have a <u>fantastic</u> selection! As advised above, please also refer to the **Media and the city folder**; online searches for articles in the college library computers with direct access to **Sage and Taylor & Francis databases** and access to journals such as *City, Media Culture and Society, European Journal of Cultural Studies, Urban Studies, Cultural Studies, Mobilities*. In Croatian via **hrcak.srce.hr** *Sociologija i Prostor, Društvena istraživanja, Up & Underground, Nepokoreni grad, Zbornik 3. Programa Hrvatskoga radija, Zarez, Tvrđa,* etc.

Examined Essay

The examined essay must be written in academic English, in 4500 - 5000 words (bibliography and footnotes included), which embarks on an informed, elaborate and critical exploration of media cities, by answering any **one** of the essay questions which will be distributed later in the term.

Do read your examined essay question closely. Whichever question you choose to answer in your essay, you must make sure you demonstrate both:

a) *An in-depth engagement with the <u>literature and</u>*
b) *A critical exploration (as in 'de-familiarisation') of an empirical <u>case</u>.*

Papers will be graded in terms of adequacy of cases and literature chosen for the selected question, and ambition to show **how ideas and empirical issues together help us elucidate important aspects of mediated urban social realities**. Other important criteria are depth, rigour, clarity, coherence and presentation of the text.

Students will be given tutorials with the course leader. Students should discuss with the course leader the choice of their empirical case and useful approaches to be used in the essay, well in advance of the planned submission. The essay should be handed to the course leader (dates TBA later in the term on College notice boards), both in a hard copy (printed on one side, Times New Roman font, size 12, 1.5 spacing, with a title page (indicating your name, title of the essay, date of submission, title of college+course and word count), page numbers, and stapled in the upper left corner) and as a single and plain Word file on a CD (not other form of submission will be accepted), in room 18, 4th floor. The essay may only be submitted once. A new submission requires a new topic.

The examined essay is your individual original work. There will be a thorough checking of essays for plagiarism (hence the parallel electronic submission), and any such cases (whether parts or entire essays have been plagiarised) will be treated most seriously. Raise questions in the seminars on any uncertainties about appropriate quoting.

You must have a reference list at the end of the essay, structured, where appropriate, as follows:

Surname, Name (year) 'Title of article', in *Title of Journal*, Vol. X No. Y, pp. X-y.
Surname, Name (year) 'Title of chapter', in Surname, Name (ed.) *Title of Book* Town: Publisher, pp. X-Y.
Surname, Name (year) *Title of Book* Town: Publisher.

Use 'et al' for cases of more than two authors, and 'ibid.' for repeated reference.

Assessment criteria include:

Essay Content
- Clarity, directness, and coherence (development) of the argument
- Theoretical understanding, grasp and use of key theoretical issues
- Evidence of independent research and critical attitude to material
- Use of empirical evidence and factual material

Essay Presentation and Style
- Presentation (title page, sections, page numbers, paragraphing, quoting)
- Intro and Conclusion (effectiveness, comprehensiveness - essay plan & findings)
- Sentence structure (fluency, clarity, correctness)
- Referencing (references and bibliography)

Video essays

Students taking the *Television News in Multimedia Environments* course by Tena Perišin or have completed any earlier television/film courses before or are affiliated with TV Student are eligible for producing a video essay – <u>instead </u>of the standard written form.

The video essay should explore – as in the case of the written essay – how empirical social reality might be usefully explained or questioned with the use of critical academic literature, and vice-versa. The point of the video essay is NOT to be a journalistic report where images merely illustrate what's being said in the audio – the audio-visual mix should tell the story instead of typed words. It is a mini work of art but should incorporate reference to appropriate ideas/perspectives/literature from the course (via subtitles or voiceover). The video essay should be cca 10 mins long and presented on a CD. As a rough guideline, some of the films by Agnes Varda

(esp. "The Gleaners"), Iain Sinclair (esp his video psychogeography of postmodern urban spaces like M-25 "Orbiting London", on youtube) and Chris Marker (especially "Sunless", particularly the bits on Tokyo and issues of memory and mediated urban spaces), or else short pieces on Vedran Senjanović's youtube channel, might be a useful demonstration of the kind of engagement this task might involve.

Artwork as a form of assessment

Students enrolled in the Academy of Fine Arts at the University of Zagreb are welcome to produce original art (any conceivable form), which is a critical treatment of any of the themes of the course. Artwork should include an informed written component. The topic must be agreed with the course leader in advance. The artwork is expected to be exhibited in some form, stating the purpose for which it was produced.

THEMATIC ORGANISATION AND SEMINAR AND PRESENTATION READINGS SESSION BY SESSION:

Session 1 – 3/10/18 – Media and the city: a fated connection?

Michael Hoyler & Allan Watson (2013) 'Global Media Cities In Transnational Media Networks', in *Tijdschrift voor Economische en Sociale Geografie* , Vol. 104, No. 1, pp. 90–108.

Scott Rodgers (2014) 'The architectures of media power: editing, the newsroom, and urban public space' in *Space & Culture*

Things to consider:
- What – and where – is a mediated city?
- How does our usual understanding of social space and of media respectively change in the context of mediated cities?

Session 2 – 10/10/18 – A critical survey of mediated urbanism and experience (from the modern industrial city to the post-modern service-based metropolis) with an introduction to spatial analysis

Seminar text:
Parker, S. (2004) '*Encountering the City*' in *Urban Theory and the Urban Experience:* Routledge pp 1-5.

Borden, I., Kerr, J. et al (2000) 'Things, Flows, Filters, Tactics' in Borden, I. et al (eds.) *Unknown City: Contesting Architecture and Social Space* MIT pp 3-8.

Presentations:
M. Christine Boyer (2000) 'Twice-Told Stories: The Double Erasure of Times Square' in Borden, I., Kerr, J. et al (eds.) *Unknown City: Contesting Architecture and Social Space*

De Boeck, F. (2016) 'Spectral Kinshasa: Building the City through an Architecture of Words' in Le Gates and Stout (eds) *The City reader* 6th edition Routledge pp 394-403

Elshestawy, Y. (2016) 'The New Arab City' in Le Gates and Stout (eds) *The City reader* 6th edition Routledge pp 328-337.

Blackwell, A. (2013) 'Shenzhen – topology of a neoliberal city' in El-Khoury, R. and Robbins, E. (eds.) *Shaping the City: Studies in history, Theory and Urban Design* London and New York: Routledge.

Burdett, R. and Sudjic, D. (eds) *The Endless city* (2007) – and – *Living in the Endless City* (2011) London Phaidon (selections in the pdf, a city of your choice)

Blau, E. and Rupnik, I. (2007) *Project Zagreb: Transition as Condition, Strategy, Practice* Harvard University: Actar A. (key arguments on how social transition can be read off from architecture) +

Gulin Zrnić, V. (2009) Kvartovska spika: značenja grada i urbani lokalizmi u Novom Zagrebu Jesenski I Turk, Zagreb. (the final chapter, which is in English) - background info: Vukić, F. *Zagreb: Modernity and the City* AGM, chapters by Vukić, Rogić, Spehnjak and Mahečić

Rendell, J. (2000) „Bazaar Beauties" in Borden et al *The Unknown City* MIT [flaneuring and femininity]

Falu, A. (2014) 'Inclusion and right to the city: exercising women's citizen rights – the women's agenda for Rosario, Argentina' in *City, Social inclusion and Education* (Ajuntament de Barcelona)

Camarillo, A. M. (2016) 'Cities of Color' in Le Gates and Stout (eds) *The City reader* 6th edition Routledge pp 139-148.

Hubbard, P. 'Introduction' + 'World Cities of Sex' in *Cities and Sexualities* London: Routledge

Things to consider:
- What are the distinctive approaches to understanding cities and media developed in the above texts?
- What is the relevance of critical *spatial* analysis for how we understand media cities? What is 'spatial' about media cities?
- Identify key contours of the (post)modern urban experience.

Session 3 – 17/10/18 – The Cinematic City

SEMINAR:
Virilio, P. (2004) 'The Overexposed City' in Redhead, S. (2004) (ed.) *The Paul Virilio Reader* Edinburgh: Edinburgh University Press, pp. 83-99.

PRESENTATION:
Srinivas, Lakshimi (2009) 'Cinema in the City: Tangible Forms, Transformations and the Punctuation of Everyday Life' in *Visual Anthropology: Published in cooperation with the Commission on Visual Anthropology, 23:1*, pp 1-12 (INDIA)

McQuire, S. (2016) 'Googling the City' in *Geomedia: Netowrked cities and the future of public space*, Polity

Liotta, S-J. (2007) 'A Critical Study on Tokyo: Relations Between Cinema, Architecture, and Memory', in *A Cinematic Cartography Journal of Asian Architecture and Building Engineering/November 2007/212* , pp 205-210. (TOKIO)

Jaguaribe, B. (2005) 'The Shock of the Real: Realist Aesthetics in the Media and the Urban Experience' in *space and culture* vol. 8 no. 1, February 2005 66-82 (BRAZIL)

Parker, S. (2010) 'The city America left behind': Baltimore, *The Wire* and the socio-spatial imagination' in CITY, VOL. 14, NO. 5, OCTOBER 2010

"Zagreb na filmu" DVD, in conjunction with Vukić, F. Zagreb: Modernity and the City AGM, chapters by Koščević and Turković

Papadaki, E. (2015) 'Interactive video installations in public spaces: Rafael Lozano hemmer's under scan' in Menotti and Crisp (eds) *Besides the screen* London: Palgrave

Abigail Susik (2012) 'Sky Projectors, Portapaks, and Projection Bombing: The Rise of a Portable Projection Medium' *in Journal of Film and Video* Volume 64, Numbers 1-2, Spring/Summer pp. 79-92

Guest speaker: Sonja Leboš, urban anthropologist specialising in cities and cinema.

- Writers on this subject emphasise that cinema is not merely a media form, but the key urban institution. Explain, with reference to any empirical case study.
- It seems that it is difficult – and indeed unproductive – to divide cinematic representations of cities and material urban environments. Why do you think that might be so?
- How do cinematic practices differ in the different cultural contexts in which we encounter them via the above case studies?
- How do we 'negotiate' or change the city via projection?

Session 4 – 24/10/18 - Exploring Urban Screens and Media Architectures: from the Window to the Façade, with an introduction to urban semiotics

Seminar will be held in the city – details TBA. Seminar is Urban Walk 1.

Useful references for case study readings….

'Architecture as signs': postmodern and (post)socialist spaces and significations:

Scanned selections from Venturi, R. and Scott Brown, D. (2004) *Architecture as Signs and Systems: for a Mannerist Time* Belknap Press of Harvard University Press, pp. 12-40, 93-101, 120-128. (LAS VEGAS)

David Frisby (2002) 'The metropolis as text: Otto Wagner and Vienna's 'Second Renaissance' in Leach, N. (ed) *The Hieroglyphics of Space: Reading and experiencing the modern metropolis* London and New York: Routledge. (VIENNA)

Notarro Ana (2002) Resurrecting an imperial past: strategies of self-representation and 'masquerade' in fascist Rome (1934–1938)' in Leach, N. (ed) *The Hieroglyphics of Space: Reading and experiencing the modern metropolis* London and New York: Routledge. (ROME)

Abram, M. (2011) 'Building the Capital City of the Peoples of Yugoslavia: Representations of Socialist Yugoslavism in Belgrade's Public Space 1944-1961' in *Croatian Political Science Review*, Vol. 51, No. 5, 2014, pp. 36-57 (BELGRADE)

Read in conjunction with:
+ Vukić, F. *Zagreb: Modernity and the City* AGM, chapter by Prelog. (ZAGREB)
+ Milesvka, Suzana (2016) 'The Renaming Machine in the Balkans as a Strategy of "Accumulation by Dispossession"' in Krajina, Z. and Blanuša, N. (eds) *EU Europe Unfinished* London: Rowman and Littlefield. (kitsch constructions in SKOPJE) – but see also 'Erasing the traces: the 'denazification' of post-revolutionary Berlin and Bucharest' by N. Leach in *The Hieroglyphics of Space* (op.cit)

Michelle M. Metro-Roland (2011) 'Signs in the City' in *Tourists, Signs and the City: The Semiotics of Culture in an Urban Landscape* Ashgate. (BUDAPEST)

Hasson, S. (2002) 'The Syntax of Jerusalem: Urban Morphology, Culture, and Power' in John Eade and Christopher Mele (eds.) *Understanding the City: Contemporary and Future Perspectives* London: Blackwell pp 278-304 (JERUSALEM)

Screen cultures:
Chris, Berry, Kay Dickinson, Janet Harbord, Rachel "Archive, Surveillance, Attention: Tracking the Screen in Public Spaces" in *At the Very Beginning, at the Very End: Film Theories in Perspective*, ed. Francesco Casetti, Jane Gaines, and Valentina Re (Udine: Forum, 2010), pp. 373-380 (LONDON AND CAIRO)

McCarthy, A. (2001) *Ambient television: visual culture and public space* Duke Uni Press, ch 4 ('Shaping public and private space with tv screens')

Krajina, Z. (2015) 'Public Screenings Beside Screens: A Spatial perspective' in Crisp, V and Menotti G (2015) *Besides the Screen: Moving Images through Distribution, Promotion and Curation* London Palgrave, pp 177-195. (ZADAR)

Things to consider:
- How might screens structure our ways of seeing and being in the city?
- What is the relevance of urban signage for how our daily environments are structured?

No classes on 31 October 2018

Session 5 – 14/11/18 – Outdoor Advertising: Images and Impulses of Urban Consumption

SEMINAR:

Krajina, Z. (2014) 'Introduction' + Chapter 4 in *Negotiating the Mediated City* London: Routledge.

CASES:

Lewis, Steven (2003) 'The Media of New Public Spaces in Global Cities: Subway advertising in Beijing, Hong Kong, Shanghai and Taipei' in *Continuum: Journal of Media & Cultural Studies, 17:3, 261-272*
　　　 – read in conjunction with Tingwei Zhang 'Chinese Cities in a Global Society', in 2016 Le Gates and Stout (eds)
　　　 The City reader 6th edition Routledge pp 687-695

Cresswell, T. (1998) 'Night discourse: Producing/consuming meaning on the street' in Nicholas R. Fyfe (ed) *Images of the Street* London: Routledge, pp 261-270

McCarthy, A. (2001) *Ambient television: visual culture and public space* Duke Uni Press, ch 5 'Television at the point of purchase')

Jackson, Peter (1998) 'Domesticating the Street: the contested spaces of the high street and the mall' in Nicholas R. Fyfe *Images of the Street* (ed) London: Routledge, pp 174-188

David Rowe & Nathaniel Bavinton (2011) Tender for the night: After-dark cultural complexities in the night-time economy, Continuum: Journal of Media & Cultural Studies, 25:6, 811-825 (UK)

Luděk Sýkora and Stefan Bouzarovski (2012) 'Multiple Transformations: Conceptualising the Post-communist Urban Transition' *Urban Studies* 49: 43-60 [access via library subscription]

Things to consider:
- Is urban/outdoor advertising only about selling products and services? What are the other relevant non-functionalist ways to 'read' the role of outdoor advertising in the 'urban metabolism' (cf. Cronin)?
- How does consumption – its patterns, spaces and institutions – make life in cities specific?

No classes on 7 November 2018

Session 6 – 14/11/18 – Urban branding and regeneration: privatisation of public space as motor of post-industrial urbanism?

SEMINAR:

Kevin Robins, 'Towards London a city beyond nation', *British Cultural Studies* (Eds David Morley + K Robins)

CASES:

Ch 2 + 4 from Agnès Rocamora (2009) *Fashioning The City: Paris, Fashion and the Media* IB Tauris

Allen, John (2006). Ambient power: Berlin's Potsdamer Platz and the seductive logic of public spaces. *Urban Studies*, 43(2) pp. 441–455.

Dodd, Dianne (2000) 'Barcelona: The making of a Cultural City' in Miles, M. (et al) eds *The City Cultures Reader 2nd edition* London Routledge

Betancour, A. and Hasdell, P. (2000) 'Tango: A Choreography of Urban Displacement' in Miles, M. (et al) eds *The City Cultures Reader 2nd edition* London Routledge

Silk, M. (2014) 'The London 2012 Olympics: The cultural politics of urban regeneration' in *Journal of Urban Cultural Studies* volume 1 number 2 pp 273-293 [ask course leader for the copy]

Mehmet Barış Kuymulu (2013) Reclaiming the right to the city: Reflections on the urban uprisings in Turkey, in *City*, 17:3, 274-278 (protests against commodification in ISTANBUL)

Maros Krivy , Eduardo Mendieta , Anna Richter & Bob Catterall (2011) On 'the urbanism of nothing', City: analysis of urban trends, culture, theory, policy, action, 15:2, 241-249 ('void spaces' in UK)

Curtis, B. 'That Place Where: Some Thoughts on memory and the City' in Borden, I., Kerr, J. et al (eds.) *Unknown City: Contesting Architecture and Social Space* (VENICE)

Things to think about:
- What might 'post-industrial' urbanism be about?
- Who do 'creative cities' as motors of urban economic growth benefit? Who is left behind?

Session 7 – 21/11/18 – Visions and pitfalls of virtual urbanity: governance and protests

SEMINAR:

Scott McQuire, et al. (2013) 'Mega Screens for Mega Cities' in *Theory, Culture & Society* 30(7/8) 325–341

McQuire, S. (2008) 'Preface' in *The Media City: Media, Architecture and Urban Space* Los Angeles, London, New Delhi and Singapore: Sage Publications, pp. vii-x.

CASES:

Shapiro, A. (2017) Street-level: Google Street View's abstraction by datafication, *New Media & Society*, 1-19

Alberto Corsín Jiménez (2014) 'The right to infrastructure: a prototype for open source urbanism' in Environment and Planning D: Society and Space, volume 32, pages 342 – 362 (CITIZEN-LED INFRASTRUCTURE)

Gerbaudo, P. (2012) 'We are not guys of comment and like': The Revolutionary Coalescence of Shabab-al-Facebook' in *TweeTS and The STreeTS Social Media and Contemporary activism* London: Pluto.

Rowland Atkinson & Paul Willis (2009) Transparent cities: Re-shaping the urban experience through interactive video game simulation, City: analysis of urban trends, culture, theory, policy, action, 13:4, 403-417 (VIDEO GAMES)

Lagerkvist, A. (2010) 'The Future Is Here: Media, Memory, and Futurity in Shanghai', in Space and culture 13/3 220-238.

One empirical study of your choice from Aurigi, A. and Cindio, F. (eds) *Augmented Urban Spaces: Articulating the Physical and Electronic City* Ashgate.

One empirical study of your choice from Marvin et al *Cybercities reader*, Routledge.

Things to consider:
- Is the so-called virtual city anything more than an image of an impossible, utopian future? If not, why does this idea continue to inspire certain political agendas and popular media commentary?
- How do virtual and material worlds interact in urban space in any empirical case?
- What might be the relevance of transport for how we understand virtual travel within and across cities?
- What does 'smart city' have to do with the city in which you live? Where is the 'smart' city?

Session 8 – 28/11/18 – Understanding (post)modern urban sensibilities from below: Urban Walks

Note: This week students submit, in seminars, their coursework (urban diary), to which feedback will be given by the end of Session 10.

Session 8 will be a series of urban walks encompassing: Radnička cesta (former industrial now financial centre), Medika squat, Cvjetni shopping centre, spaces for sex in public and prostitution in the centre (please read Phil Hubbard ch 4 'Public sex'), and the MSU media façade. Meeting time and place TBA.

Session 9 – 5/12/18 – Experiences of mobile urban living and 'personal' media

SEMINAR:

Glaeser, E. (2016) 'Our Urban Species' in Le Gates and Stout (eds) *The City reader* 6th edition Routledge pp 707-715.

Featherstone, M. (1998) The Flâneur, the City and Virtual Public Life, in *Urban Studies Vol 35, Issue 5-6, 1998*

CASES:

Hjorth, L. (2012) 'Still mobile: A case study on mobility, home and being away in Shanghai', *Mobile Technologies and Place*, (eds) G. Goggin & R. Wilken, New York: Routledge, pp. 140-156.

Jungnickel, K. & Aldred, R. (2014) 'Cycling's sensory strategies: how cyclists mediated their exposure to the urban environment' in *Mobilities* 9: 2, pp 238-255.

Krajina, Z. (2014) *Negotiating the Mediated city, chapter 4 on London Old Street*

Any of the case studies in chapters 4, 5, 6 or 9 (the impact of the financial crisis in Greece on urban mobility; public transport as urban mobile experience; encounters with migrants in European cities; 'hypermobile' citizens and flying) from: Timothy Shortell and Evrick Brown (eds) (2014) *Walking in the European City: Quotidian Mobility and Urban Ethnography* Ashgate.

Sarah Sharma (2008) Taxis as media: a temporal materialist reading of the taxi-cab, Social Identities: Journal for the Study of Race, Nation and Culture, 14:4, 457-464 (TAXIS)

Adrian Mackenzie (2007) 'From Café to Park Bench: Wi-Fi® and Technological Overflows in the City' in Shell and Urry (eds) *Mobile technologies of the City* London: Routledge.

Things to consider:

- Define 'presence' in the context of everyday mobile phone use in the city.

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- When users engage with the virtual worlds via their handheld technologies as they traverse the 'real' city, where are they – and why would that matter?
- How is the experience of the city mediated – with which political consequences for public urban cultures?

Session 10 – 12/12/18 – Media, community, and the city: belonging and difference

SEMINAR: Zygmunt Bauman: City of Fears, City of Hopes (online via Goldsmiths College) – quintessential

CASES:
Wacquant, L. (2014) Ghettos and Anti-ghettos: the new regime of urban marginality in the 21st century in *City, Social inclusion and Education* (Ajuntament de Barcelona)

Georgiou, M. (2013) *Media and the City: Cosmopolitanism and difference, chapter 5 – Community and transnational solidarities* London: Polity

Fuller, M. (2005) 'The r, the a, the d, the i, the o: the media ecology of pirate radio' in *Media Ecologies* MIT.

Andrew Wallace (2014) The English riots of 2011: Summoning community, depoliticising the city, City: analysis of urban trends, culture, theory, policy, action, 18:1, 10-24,

Martijn Oosterbaan (2009) Sonic Supremacy: Sound, Space and Charisma in a Favela in Rio de Janeiro, in *Critique of Anthropology* Vol 29(1) 81–104

Vukić, F. *Zagreb: Modernity and the City* AGM, chapters by Gligo and Dragaš

Beachy Robert (2015) *Gay Berlin* Alfred A Knopf: New York. Introduction + chapter 2 [ask course leader for copy]

McCarthy, A. (2001) *Ambient television: visual culture and public space* Duke Uni Press, ch 1 ('TV, class, and social control in the 1940s neighbourhood tavern')

Scott Mcquire (2010) 'Rethinking media events: large screens, public space broadcasting and beyond' *in New Media and Society* 12(4) 567–582

Borden, I. (2002) 'Another Pavement, Another Beach: Skateboarding and the Performative Critique of Architecture' in Borden, I. et al. (eds.) The Unknown City: Contesting Architecture and Social Space Cambridge, MA and London: MIT Press, pp. 178-199.

Anderson, K. J. (2015/1987) 'The Idea of Chinatown: the power of place and institutional practice in the making of a racial category' in Gieseking, J. J. et al (eds) The People, place and space reader London: Routledge pp 87-91

Robins, K. (2001) 'To London: A city beyond the nation' in Morley and Robins (eds) *British Cultural Studies* oxford Uni Press.

Things to consider:

- Is 'neighbourhood' different from 'community' in the context of urban living?
- What role are media said to have in the construction of urban communities, in any of the above cases? Do you agree – is the relevance of media technologies overstated or underestimated in the context of urban communities?

Session 11 – 19/12/18 – Public art, street art: intervening into the urban realm

Seminar:

Ash Amin (2008) Collective Culture and Urban Public Space, in *City*

CASES:

Baza, Mona (2014) 'Cairo Diary: Space Wars, Public Visibility and the Transformation of public space in post-revolutionary Egypt' in Berry, C. et al (eds) *Public space, media Space* London: Palgrave

McCreery, S. (2002) The Claremont Road situation in Borden, I. et al. (eds.) The Unknown City: Contesting Architecture and Social Space Cambridge, MA and London: MIT Press, pp.228-245

Krajina, Z. (2016) 'The Alternative Urbanism of Psychogeography in the Mediated City' in Shaw, D. and Humm, M. (eds) (2016) *Radical Space* London: Rowman and Littlefield, pp 39-64

Guest speakers: Ana Kutleša (curator of Urban festival http://urbanfestival.blok.hr/12/en/)

Things to consider:
- Is public art progressive or reactionary in relation to urban politics and processes of exclusion/stratification, privatisation/commercialisation, and globalisation?
- How and why do other visual cultures like public announcements and promotion/advertising 'coquette' with artistic expression?
- Given the variety of voices – which never a variety of equals – seen, through various announcements and interventions, speaking about any specific urban space, how might we define 'public urban space'?

Session 12 – 9/1/18 – Place-making in mediated urban space: daily life in techno-urbanism

Seminar: AbdouMaliq Simone (2006) 'Pirate Towns: Reworking Social and Symbolic Infrastructures in Johannesburg and Douala' *Urban Stud* February 2006 vol. 43 no. 2 357-370

Presentations:

Shaun Moores & Monika Metykova (2009): Knowing How to Get Around: Place, Migration, and Communication, The Communication Review, 12:4, 313-326 (LONDON)

Krajina, Z. (2014) Negotiating the Mediated city - chapter 6 (ZADAR)

Joshua Long (2013) Sense of place and place-based activism in the neoliberal city, in *City*: analysis of urban trends, culture, theory, policy, action, 17:1, 52-67 (alternative forms of 're-branding' cities, USA)

Klausen, M. (2014) 'Re-enchanting the city: hybrid space, affect and playful performance in geocaching, a location-based mobile game' in *Urban cultural studies* volume 1 number 2 [ask course leader for copy] (KOPENHAGEN)

Fish, M. (2016) 'Contested Spaces/Radical Places: Squatting, Place and Subjectivity' in Shaw, D. and Humm, M. 8eds.) *Radical Space* Rowman and Littlefield

Collins, Matthew. 'Conflict and Contact: The "Humane" City, Agonistic Politics, and the Phenomenological Body'. *Environment and Planning D: Society and Space* 28 (2010): 913–30.

Things to consider:
- How might we distinguish space and place in media cities?
- Is place specific only to life in physical spaces?
- What is 'place-making'? Can it be 'planned'?
- Are non-places anything more than an idea?

Session 13 – 16/1/18 – Urban media research as a mode of representation and critique of life in mediated cities

Guest speaker: Mislav Mucko

Seminar/presentation texts:

Stanton, Gareth (2005) 'Peckham tales', City, 9:3, 355 — 369

Zagreb noir (in conjunction with Krešimir Nemec's *Čitanje grada*)

Scott, Bede (2014) Colonial Modernity and urban space in *Urban Cultural Studies* vol 1 no. 2 (CAIRO) [ask course leader for copy]

Morley, D. (2006) 'Methodological problems and research practices: Opening up the 'black box' in Media, Modernity and Technology: The Geography of the New London and New York: Routledge, pp 69-85

Things to consider:
- How does methodology matter in terms of how and what we come to know about the city? Can the two be neatly separated?
- How is researching the mediated city different from other, perhaps more conventional, but related areas of media research (e.g. media audiences, texts, etc.?)?

Session 14 – 23/1/18 – Conclusion

Note: you're expected to bring drafts of your essays for group discussion and feedback