

The Mediated City

MODULE CODE:	ARMC173S6
CREDITS/LEVEL:	30 CATS/Level 6
ENTRANCE REQUIREMENTS:	Students taking this module will have normally passed an <u>academic</u> media-related module at Level 5
CLASS TIME:	Wednesdays, 6-9pm
CLASS DATES:	9 January – 20 March 2013
VENUE:	Room STB 9, Stewart House, 32 Russell Square, WC1B 5DN Map: http://goo.gl/maps/4ghkE
SATURDAY MEDIA TOUR:	12 January 2013, 10am-1pm (details below)

MODULE TAUGHT BY

Dr Scott Rodgers

Scott is Lecturer in Media Theory in the Department of Media and Cultural Studies at Birkbeck. His research is located at the intersection of media studies and urban studies, and his broader interests include journalism, medium theory, new media, media history, creative industries, urban sociology, cultural geography, public culture and ethnographic methodologies. Scott is currently writing *Media and Urban Public Life*, a book that explores the evolving relationship of the newspaper and the city. He is also in the early stages of two new projects, one focused on emerging technologies of hyperlocal and city-focused journalism, and the other on how digital and networked media are potentially reshaping the workings of housing and real estate markets.

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AIMS

This module explores media through the lenses of urban spaces and city living. Beginning with a media tour of London's West End, you are encouraged to examine some perhaps more unconventional sense of 'media', such as: television as a suburban medium; personal sound devices as urban coping tools; the city as an advertising machine; the architectural aesthetics of large screens; graffiti as alternative street media; cinema-going as intrinsically place-based; and software as a subterranean urban text.

OUTCOMES

On successful completion of this module you will be expected to be able to:

- Demonstrate an understanding of and engagement with the relations and tensions between distinct theoretical perspectives on media and cities
- Articulate theories at an abstract level, while also connecting such theories with practical, relevant and creative applications and case examples
- Effectively research, evaluate and employ academic literature in coursework and class/online discussions
- Write and communicate to a scholarly standard, especially in coursework essays
- Critically observe and reflect upon the role of media in your everyday urban experience, and be able to articulate such observations and reflections verbally in class, as well as in written and visual form

TEACHING AND LEARNING METHODS

This module explores ‘the mediated city’ by placing a strong emphasis on your own everyday experience of living in and moving through London. Early in the module there will be a Saturday media tour of West End London (with a do-it-yourself version available for those who cannot attend the tour) to provide some initial insight into the many forms of media which surround us in the city. Partly based on the introduction this tour provides, you will then go on to keep an ongoing online inventory of media forms, practices, technologies and content observed across various urban milieus. These inventories must be updated weekly (at minimum) until the end of the module, as they will be used to provide afford examples for our class/online discussions.

An equally important learning method you will employ in this module is independent reading of academic literature. Reading every week will be crucial in your preparation for discussions in class and online, as well as in becoming familiar with the various literature you will be expected to draw upon in all coursework. Though readings at this level will be more difficult, we will discuss effective reading techniques, which will hopefully develop your skills in research and essay writing in media studies.

Class sessions will take the form of combined lecture-seminars, meaning a combination of short lectures and class exercises. You can expect the class exercises to vary from session to session (e.g. working in pairs and groups, screenings, reading discussions and other set activities). Our interaction in class will be augmented by frequent use of online resources and communication tools on Moodle, including online discussions.

You are each offered up to two individual tutorials upon request, which provide an opportunity to resolve any difficulties, and discuss with me solutions to problems, particularly around coursework.

COURSEWORK AND ASSESSMENT

<i>Assessed Component</i>	<i>Basic Requirements</i>	<i>Weighting</i>	<i>Deadline</i>
Essay 1	1500 words essay on a set question, making reference to 1 item from your in-progress urban media inventory	25%	12 th February 2013
Urban media inventory	Online inventory of urban media, kept throughout the module	30%	22 nd March 2013

Essay 2	2500 words essay on chosen set question	35%	26 th April 2013
Reading discussant	Group discussant for assigned reading during <u>at least</u> one class reading discussion	5%	N/A
Class/online participation	Participation in class discussions and activities, as well as set online discussions on Moodle	5%	N/A

All assignments must be submitted by the above deadlines. Coursework is submitted online through Turnitin (through this module's Moodle web site). Further details on the assignment requirements will be available on Moodle.

MODULE EVALUATION

At the end of the module, you will be asked to complete an evaluation form, which gives an opportunity to feedback on all aspects of your learning experience.

MODULE CONTENT

Session 1: 9th January 2013 – Introduction: media, space and the urban

This session provides an introduction to the aims, learning outcomes, teaching and learning methods, and assessments in this module, while also being the first opportunity for you all to meet one another and discuss your existing perceptions of different media studies approaches. We will dedicate special attention to introducing the urban media inventory assignment, as you will build this online inventory week-by-week. In addition, we will introduce some key concepts that will help us conceptualise the intersections of media and cities, focusing in particular on recent theories and approaches related to the geographical dimensions of media and communications.

Required reading:

Iveson, K. (2007) *Publics and the city*, Oxford: Blackwell, pp. 20-49

de Waal, M. (2011) 'The idea and ideals in urban media' in *From social butterfly to engaged citizen: urban informatics, ubiquitous computing, and mobile technology to support citizen engagement*, ed. by Foth, A., Forlano, L., Satchell, C. and Gibbs, M., Cambridge, MA: The MIT Press, pp. 5-20

SATURDAY WORKSHOP: 10am-1pm, 12th January 2013 – Media tour: West End London

We meet at the southwest corner of Fitzroy Square. Map: <http://goo.gl/maps/IJwab>

This module explores media as it appears to us in our everyday urban places and routines. So it stands to reason that we might begin by leaving the classroom and taking a look at Birkbeck's immediate local setting, which is after all the highly interesting West End of London. On this

special Saturday tour we will (rain or shine...) examine the multiple ways media technologies, texts, practices and organisations surround us in our everyday urban environment of London, a major global media city. NOTE: Although the actual tour will likely offer the best insights into the above issues, for those that are unable to attend a DIY version will be provided, through which students can do a self-led tour (desk-based or walking).

Session 2: 16th January 2013 – The newspaper-city nexus and beyond

Our explorations of the mediated city in this module will be multifaceted; but we will begin with the humble newspaper. Why? At least historically, the newspaper has been understood to be in a sort of nexus with the city, from the industrial revolution through the postwar period. In this session, we will consider the evolution and, some would say, decline of the newspaper-city nexus. This will take us in two directions: first, to consider how urban spaces nevertheless today remain the prime setting for journalism activity (professional and amateur) as news phenomena itself; and second, to consider the rise so-called 'hyperlocal' media platforms and practices in the wake of stagnating local news media.

Required reading

- Henkin, D. (1998) *City reading: written words and public spaces in antebellum New York*, New York: Columbia University Press, pp. 101-135
- Metzgar, E., Kurpui, D. and K. Rowley (2010), "Defining hyperlocal media: proposing a framework for discussion", *New Media and Society* 13(5) pp. 772–787

Further reading:

- Barth, G. (1980) *City people: the rise of modern city culture in Nineteenth-Century America*, Oxford: Oxford University Press – Chapter 3
- Falkheimer, J. (2006) 'When place images collide: place branding and news journalism' in *Geographies of communication: the spatial turn in media studies*, ed. by Falkheimer, J. and Jansson, A., Nordicom: Göteborg, pp. 125-38.
- Franklin, B. (2005), "McJournalism: The local press and the McDonaldization thesis", in S. Allan (ed.), *Journalism: Critical Issues*, Maidenhead: Open University Press, pp. 137-150
- Franklin, B. (2006) *Local journalism and local media: making the local news*, Oxford: Routledge.
- Fritzsche, P. (1996) *Reading Berlin 1900*, Cambridge, MA: Harvard University Press.
- Gibson, T.A. (2004) 'Covering the world-class downtown: Seattle's local media and the politics of urban development' *Critical Studies in Media Communication* Vol. 21, pp. 283-304.
- Lindner, R. (1996) *The reportage of urban culture: Robert Park and the Chicago School*, Cambridge: Cambridge University Press – Chapter 1
- Nord, D.P. (2001) *Communities of journalism: a history of American newspapers and their readers*. University of Illinois Press: Urbana and Chicago.
- Park, R. E. (1925) 'The natural history of the newspaper' in *The city: suggestions for the investigation of human behavior in the urban environment*, ed. by Park, R. E., Burgess, E. W. and McKenzie, R. D., Chicago: University of Chicago Press, pp. 80-98.
- Parisi, P. and Holcomb, B. (1994) 'Symbolizing place: journalistic narratives of the city' *Urban Geography*, Vol. 15, No. 4, pp. 376-394
- Rodgers, S. (2010) 'Digitizing and visualizing: old media, new media and the pursuit of emerging urban publics' in *Rethinking the public: innovations in research, theory and politics*, ed. by Mahony, N., Newman, J. and Barnett, C., Bristol: Policy Press, pp. 43-59.

- Rodgers, S. (forthcoming 2013, available on Moodle) 'The journalistic field and the city: some practical and organizational takes about the *Toronto Star's* 'new deal for cities'' *City and Community*, Vol. 12
- Wallace, A. (2005) *Newspapers and the making of modern America: a history*, Westport, Connecticut: Greenwood Press – Chapter 4
- Wallace, A. (2006) 'A height deemed appalling: nineteenth-century New York newspaper buildings' *Journalism History*, Vol. 31, No. 4, pp. 178-189.

Session 3: 23rd January 2013 – The cinematic city

Much like the newspaper, film is a medium often seen to be inherently related to the city. Many film researchers have been especially interested in how urban spaces and places enter into the representational structure of film texts. In this session, however, our starting point is a little different: rather than focusing on the connections between specific film texts and cities, we will be directing our attention to the more general connections of cinema and urban life. To begin with, we will consider the material sites of cinema-going and cinema-watching, in part by looking at a recent campaign to 'save' a local London cinema. But we will also seek to ask deeper questions about how film might not just draw on urban location in its texts, but also how film as a medium might affect the ways we feel, perceive and regard urban space.

Required reading:

- Bruno, G. (2008) 'Motion and emotion: film and the urban fabric' in *Cities In transition: the moving image and the modern metropolis*, ed. by Webber, A. and Wilson, E., London: Wallflower Press, pp. 14-28.
- Larkin, B. (2002) 'The materiality of cinema theaters in northern Nigeria' in *Media worlds: anthropology on new terrain*, ed. by Ginsburg, F. D., Abu-Lughod, L. and Larkin, B., Berkeley and Los Angeles: University of California Press, pp. 319-336.

Further reading:

- Donald, J. (2000) The immaterial city: representation, imagination, and media technologies. In G. Bridge and S. Watson (eds.), *A companion to the city*, Blackwell, Oxford, 46-54.
- Hay, J. (1997) 'Piecing together what remains of the cinematic city' in *The cinematic city*, ed. by Clarke, D. B., London: Routledge, pp. 211-232.
- Koeck, R. and Roberts, L. (2010) *The city and the moving image: urban projections* (Palgrave Macmillan, Basingstoke)
- Larkin, B. (2008) *Signal and noise: media, infrastructure, and urban culture in Nigeria*, Durham: Duke University Press.
- Moore, P. S. (2005) 'Everybody's going: city newspapers and the early mass market for movies' *City and Community*, Vol. 4, No. 4, pp. 339-257.
- Rhodes, J.D. and Gorfinkel, E. (eds.) (2011) *Taking place: location and the moving image*, Minneapolis: University of Minnesota Press, pp. vii-xxix
- Webber, A. and Wilson, E. (eds.) (2008) *Cities In transition: the moving image and the modern metropolis*, London: Wallflower Press

Session 4: 30th January 2013 – Public spaces in private: television and suburbia

You may already be familiar with the idea – largely coming out of ethnographic audience studies – that television-watching is a notably 'domesticated' practice: it is perhaps defined by the home environment (although televisions are hardly confined to homes, as we'll explore in a later class), and arguably central to the structuring of family life. Some authors have gone a little further with this idea, arguing that television has co-evolved with suburbia – that is, the

growth of suburban areas around Western cities, and the related proliferation of a suburban mentality. Thus, in political terms, they argue that television brought about a suburbanised, or more privatised, public sphere. In short, television allows us private access to a public world.

Required reading (read at least two of the below):

- Morley, D. (2000) *Home territories: media, mobility and identity*, London: Routledge – Chapter 6
Silverstone, R. (1994) *Television and everyday life*, London: Routledge – Chapter 3
Moore, S. (2000) *Media and everyday life in modern society*, Edinburgh: Edinburgh University Press – Chapter 5

Further reading:

- Aksoy, A. and Robins, K. (2000) 'Thinking across spaces: transnational television from Turkey' *European Journal of Cultural Studies*, Vol. 3, No. 3, pp. 343-365.
Clapson, M. (2003) *Suburban century: social change and urban growth in England and the USA*, Oxford: Berg
Duany, A., Plater-Zyberk, E. and Speck, J. (2000) *Suburban nation: the rise of sprawl and the decline of the American dream*, New York: North Point Press
Duncan, J.S. and Duncan, N.G. (2004) *Landscapes of privilege: the politics of the aesthetic in an American suburb*, London: Routledge
Fishman, R. (1987) *Bourgeois utopias: the rise and fall of suburbia*, New York: Basic Books
Friedan, B. (1963) *The feminine mystique*, Harmondsworth: Penguin Books
Silverstone, R. (ed) (1997) *Visions of suburbia*, London: Routledge
Spigel, L. (2001) *Welcome to the dreamhouse: popular media and postwar suburbs*, Durham, NC: Duke University Press
Williams, R. (1974) *Television: technology and cultural form*, London: Routledge

Session 5: 6th February 2013 – Private spaces in public: media on the move

For many of us, navigating the city involves 'managing' our experience of daily urban life: that is, limiting, coping otherwise making more pleasant its noise, complexity, drudgery, dreariness, excitement and strangeness. This session considers the role of media technologies and practices in such urban management both generally, but also with some particular attention directed towards the contemporary use of personal sound device. Many of us use them ourselves, and most of us will have at least noticed how prolific their users are: on the tube, the train, the bus, the street, or in cars. Starting from the birth of the personal sound device with the Sony Walkman (a portable cassette player), we consider in this session the ways in which such devices have arguably flourished most as a tool for 'coping' with and negotiating daily urban life. As an aside, we also will take a look at the migration of radio from homes to automobile environments. We will critically consider whether personal media use in urban spaces (and personal sound devices in particular) should be thought of as introducing private worlds into public spaces.

Required reading:

- Bull, M. (2000) *Sounding out the city: personal stereos and the management of everyday life*, Oxford: Berg – Chapter 2
de Souza e Silva, A. and Frith, J. (2012) *Mobile interfaces in public spaces: locational privacy, control, and urban sociability*, New York: Routledge – Chapter 1

Further Reading:

- Berland, J. (2009) *North of empire: essays on the cultural technologies of space*, Durham, NC: Duke University Press – Chapter 6
- Bull, M. (2004a) 'Automobility and the power of sound' *Theory, Culture and Society*, Vol. 21, No. 4-5, pp. 243-259
- Bull, M. (2004b) 'To each their own bubble': mobile spaces of sound in the city' in *MediaSpace: place, scale and culture in a media age*, ed. by Couldry, N. and McCarthy, A., London: Routledge, pp. 275-93.
- Bull, M. (2007) *Sound moves: iPod culture and urban experience*, London: Routledge – Chapter 1
- Sheller, M. and Urry, J. (eds.) (2006) *Mobile technologies of the city*, London: Routledge
- Moore, S. (2012) *Media, place and mobility*. Basingstoke: Palgrave Macmillan.
- Hay, J. and J. Packer (2004) 'Crossing the media(-n): auto-mobility, the transported self and technologies of freedom' in *MediaSpace: place, scale and culture in a media age*, ed. by Couldry, N. and McCarthy, A., London: Routledge, pp. 209-32.

Session 6: 13th February 2013 – Blurring public and private I: location-aware media

The 'new' form of media that seems to generate the most excitement for those trying to study the connections of media and cities today is the 'location-aware' portable media device. For our purposes, this will refer to any sort of personal and portable device (e.g. smart phones, media players, tablet computers, netbooks) that can be wirelessly connected to the Internet. Why are such devices significant for thinking about media and cities? In the main, it is because their combination of portability and connectivity afford new possibilities for geographic location to play a role in users' content access or creation. Location-aware media offer us a distinct case vis-à-vis the personal sound devices considered in the last session. They don't so much provide users a private world to augment a public urban world, but rather they thoroughly blur what are public or private spaces of the city.

Required reading:

- de Souza e Silva, A. and Frith, J. (2012) 'Location-aware technologies: control and privacy in hybrid spaces' in *Communication matters: materialist approaches to media, mobility and networks*, ed. by Packer, J. and Crofts, S.B., New York: Routledge, pp. 265-275
- Gordon, E. and de Souza e Silva, A. (2011) *Net locality: why location matters in a networked world*, Chichester: Wiley-Blackwell, pp. 85-104

Further reading:

- Allen, P. (2008) 'Framing, locality and the body in augmented public space' in *Augmented urban spaces: articulating the physical and electronic city*, ed. by Aurigi, A. and de Cindio, F. Aldershot: Ashgate, pp. 27-39
- Crang, M. (2000) 'Public space, urban space and electronic space: would the real city please stand up?' *Urban Studies* Vol. 37, No. 2, pp. 301-317
- de Souza e Silva, A. and Frith, J. (2012) *Mobile interfaces in public spaces: locational privacy, control, and urban sociability*, New York: Routledge – Chapter 2
- Gordon, E. (2009) 'Redefining the local: the distinction between located information and local knowledge in location-based games' in *Digital cityscapes: merging digital and urban playspaces*, ed. by de Souza e Silva, A. and Sutko, D.M., New York: Peter Lang, pp. 21-36
- Graham, S. and S. Marvin (1996) *Telecommunications and the city: electronic spaces, urban places*, London: Routledge.

- Hampton, K.N. and Gupta, N. (2008) 'Community and social interaction in the wireless city: wi-fi use in public and semi-public spaces' *New Media and Society*, Vol. 10, No. 6, pp. 831-850
- Humphreys, L. (2010) 'Mobile social networks and urban public space' *New Media and Society*, Vol. 12, No. 5, pp. 763-778
- Humphreys, L. and Liao, T. (2011) 'Mobile geotagging: reexamining our interactions with urban space' *Journal of Computer-Mediated Communication*, Vol. 16, No. 3, pp. 407-423
- Lee, H. (2008) 'Mobile networks, urban places and emotional spaces' in *Augmented urban spaces: articulating the physical and electronic city*, ed. by Aurigi, A. and De Cindio, F., Aldershot: Ashgate, pp. 41-60.
- May, H. and Hearn, G. (2005) 'The mobile phone as media' *International Journal of Cultural Studies*, Vol. 8, No. 2, pp. 195-211.
- Powell, A. (2008) 'WiFi publics: producing community and technology' *Information, Communication and Society*, Vol. 11, No. 8, pp. 1068-1088.
- Sheller, M. and Urry, J. (eds.) (2006) *Mobile technologies of the city*, London: Routledge

Session 7: 20th February 2013 – Blurring public and private II: urban screens

Another way to look at the blurring of public and private is to examine the ways in which many cities (London included) increasingly exhibit various sorts of screen surfaces. First of all, we can take note that televisions are not as confined to domestic environments as often imagined in media studies. Instead, we see televisions scattered across all sorts of mundane places such as pubs, cafes, airport gates, and doctor's waiting areas. At the same time, we can also take note of the increasingly sophisticated screen surfaces being built into buildings and other structures. In this class we consider the possibilities and issues urban screens pose for public life in cities, looking at both what is new about urban screens, as well as what is old, in that similar forms of display have existed in cities past (such as billboards, banners and posters).

Required reading:

- McCarthy, A. (2001) *Ambient television: visual culture and public space*, Durham, NC: Duke University Press, pp. 1-26
- McQuire, S. (2010) 'Rethinking media events: large screens, public space broadcasting and beyond' *New Media and Society*, Vol. 12, No. 4, pp. 567-582

Further reading:

- Abercrombie, N. and Longhurst, B. (1998) *Audiences: a sociological theory of performance and imagination*, London: Sage
- Bolin, G. (2004) 'Spaces of television: The structuring of consumers in a Swedish shopping mall' in *MediaSpace: place, scale and culture in a media age*, ed. by Couldry, N. and McCarthy, A., London: Routledge, pp. 126-144.
- Henkin, D. (1998) *City reading: written words and public spaces in antebellum New York*, New York: Columbia University Press – Chapter 4
- Introna, L.D. and Ilharco, F.M. (2006) 'On the meaning of screens: towards a phenomenological account of screenness' *Human Studies*, Vol. 29, No. 1, pp. 57-76
- Krajina, Z. (2009) 'Exploring urban screens' *Culture Unbound*, Vol. 1, pp. 401-430.
- McQuire, S. (2008) *The media city: media, architecture and urban space*, London: Sage – Chapter 6
- Struppek, M. (2006) 'Urban screens: the urbane potential of public screens for interaction' *Intelligent Agent*, Vol. 6 No. 2 [online journal: <http://www.intelligentagent.com/>]

Wallace, A. (2008) 'News architecture and the telautograph on Park Row' in *Mediapolis: media practices and the political spaces of cities (electronic conference proceedings)*, <http://www.mediapolis.org.uk/Papers/Aurora%20Wallace.pdf> [accessed 06/01/2013]

Session 8: 27th February 2013 – Between subversion and normalisation: graffiti and the new street art

Although graffiti was once (and sometimes still is) derided as vandalism, even as criminally-connected, today it is just as often celebrated as a distinctive and valuable form of underground urban media arts. In this class we consider the transformation of graffiti from its beginnings in 1970s New York City to the acceptance and legitimation it has received more recently, both in the art world as well as in the eyes of municipal authorities, which some would argue has been all about its normalisation and even decline as a subversive urban art form. We will also consider the activities and distinctiveness of the new generation of so-called 'street artists' such as Banksy, Invader and Swoon.

Required reading:

Austin, J. (2010) 'More to see than a canvas in a white cube: for an art in the streets' *City*, Vol. 14, No. 1, pp. 33–47

McCaulliffe, C. (2012) 'Graffiti or street art? Negotiating the moral geographies of the creative city' *Journal of Urban Affairs*, Vol. 34, No. 2, pp. 189–206

Further reading:

Austin, J. (2001) *Taking the train: how graffiti art became an urban crisis in New York City*, New York: Columbia University Press – Chapter 2

Borghini, S., Visconti, L.M., Anderson, L. and Sherry, J.F. (2010) 'Symbiotic postures of commercial advertising and street art: rhetoric for creativity' *Journal of Advertising*, Vol. 39, No. 3, pp. 113–126

Dickens, L. (2008) 'Placing post-graffiti: the journey of the Peckham Rock' *Cultural Geographies*, Vol. 15, No. 4, pp. 471–496

Halsey, M. and Pederick, B. (2010) 'The game of fame: mural, graffiti, erasure' *City*, Vol. 14, No. 1, pp. 82–98.

Iveson, K. (2007) *Publics and the city*, Oxford: Blackwell – Chapter 5

Iveson, K. (2010) 'The wars on graffiti and the new military urbanism' *City*, Vol. 14, No. 1, pp. 115–134

Iveson, K. (2011) 'Mobile media and the strategies of urban citizenship: control, responsabilization, politicization' in *From social butterfly to engaged citizen: urban informatics, social media, ubiquitous computing, and mobile technology to support citizen engagement*, ed. by Foth, M., L. Forlano, C. Satchell and M. Gibbs, Cambridge, MA: The MIT Press, pp. 55–70

Lee, A.W. (1999) *Painting on the left: Diego Rivera, radical politics, and San Francisco's public murals*, Berkeley: University of California Press

Naar, J. (2007) *The birth of graffiti*, London: Prestel

Young, A. (2010) 'Negotiated consent or zero tolerance? Responding to graffiti and street art in Melbourne' *City*, Vol. 14, No. 1, pp. 99–114

Session 9: 6th March 2013 – The city as an advertising machine

Each of us will recognise that moving through a city such as London entails regular exposure to a whole plethora of advertising. Of course, advertising creeps into virtually every form of media imaginable, from magazines to social media. But the recent growth of advertising in outdoor

and indoor public spaces deserves our special attention: such advertising relies on our movement through the city; it has grown because advertisers know that in a fragmented media market, these are ads which are more difficult for us to avoid completely (though it's possible). Moreover, new technologies imply we are not very far away from advertising that recognises you (or your media device) when proximate – just as portrayed in the film *Minority Report*.

This session will include a screening: *This Space Available* (Gwenaëlle Gobé / 2011 / USA / 90')

Required reading:

Cronin, A. (2010) *Advertising, commercial spaces and the urban*. Basingstoke: Palgrave Macmillan, pp. 1-19

Iveson, K. (2012) 'Branded cities: outdoor advertising, urban governance, and the outdoor media landscape' *Antipode*, Vol. 44, No. 1, pp. 151-174

Further reading:

Borden, I. (2000) 'Hoardings' in *City A-Z* ed. by Pile, S. and Thrift, N. London: Routledge, pp. 104-106

Clarke, D.B. and Bradford, M.G. (1989) 'The uses of space by advertising agencies within the United Kingdom' *Geografiska Annaler B*, Vol. 71, No. 3, pp. 139-151

Cronin, A. (2006) 'Advertising and the metabolism of the city: urban space, commodity rhythms' *Environment and Planning D: Society and Space*, Vol. 24, No. 4, pp. 615-632.

Cronin, A. (2008a) 'Calculative spaces: cities, market relations and the commercial vitalism of the outdoor advertising industry' *Environment and Planning A*, Vol. 40, No. 11, pp. 2734-2750.

Cronin, A. (2008b) 'Urban space and entrepreneurial property relations: resistance and the vernacular of outdoor advertising and graffiti' in *Consuming the entrepreneurial city: image, memory, spectacle*, ed. by Cronin, A. and Hetherington, K., London: Routledge, pp. 65-84

Dávila, A. (2004) 'The marketable neighbourhood: commercial Latinidad in New York's East Harlem' in *MediaSpace: place, scale and culture in a media age*, ed. by Couldry, N. and McCarthy, A., London: Routledge, pp. 95-113.

Gannon, Z. and Lawson, N. (2009) *The advertising effect: how do we get the balance of advertising right*, <http://www.compassonline.org.uk/publications/item.asp?d=2060> [accessed 28/02/2011]

Gold, J.R. and Ward, S.V. (eds.) (1994) *Place promotion: the use of publicity and marketing to sell towns and regions*, Chichester: John Wiley & Sons

Gudis, C. (2004) *Buyways: billboards, automobiles, and the American landscape*, London: Routledge.

Spurgeon, C. (2008) *Advertising and new media*, London: Routledge

Session 10: 13th March 2013 – The programmable city: software as (hidden) urban texts

Many of the media forms and practices that we have discussed in this module so far are visible in one way or another to us as people living in and moving through urban spaces. But what about media we don't see? Some authors have observed that beyond its surface features, urban life is becoming increasingly regulated and controlled by pervasive and 'intelligent' forms of automated software control and surveillance. We will discuss the possible implications of some of such apparently hidden media texts (i.e. software code) and their associated technologies for urban living.

Required reading:

- Kitchin, R. (2011) 'The programmable city' *Environment and Planning B: Planning and Design*, Vol. 38, No. 6, pp. 945-951
- Thrift, N. and French, S. (2002) 'The automatic production of space' *Transactions of the Institute of British Geographers*, Vol. 27, No. 3, pp. 309-335.

Further reading:

- Berry, D.M. (2011) *The philosophy of software: code and mediation in the digital age*, London: Palgrave.
- Crang, M. and Graham, S. (2007) 'Sentient Cities: Ambient intelligence and the politics of urban space' *Information, Communication and Society*, Vol. 10, No. 6, pp. 789-817
- Deleuze, G. (1995) *Negotiations, 1972-1990*, New York: Columbia University Press – see pp. 169-183, 'Control and becoming' and 'Postscript on control societies'.
- Dodge, M. and Kitchin, R. (2007) 'The automatic management of drivers and driving space' *Geoforum* Vol. 38, No. 2, pp. 264-275
- Dodge, M. and Kitchin, R. (2009) 'Software, objects, and home space' *Environment and Planning A* Vol. 41. No. 6, pp. 1344-1365
- Galloway, A. (2004) *Protocol: how control exists after decentralization*, Cambridge, MA: The MIT Press
- Kitchin, R. and Dodge, M. (2011) *Code/space: software and everyday life*, Cambridge, MA: The MIT Press, see especially pp. 3-22
- Manovich, L. (2001) *The language of new media*, Cambridge, MA: The MIT Press
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Session 11: 20th March 2013 – Media clusters, urban scenes and 'creative cities'

It is sometimes claimed that, in a digitally-connected world, work can take place almost anywhere. Yet the practitioners, professionals, organisations and firms of the so-called 'creative industries' are noted for the way in which they come together, agglomerate and thrive in cities and even specific urban neighbourhoods. Indeed, there has been a strong contemporary push by local and national agencies to brand themselves as specifically 'creative cities'. Why should this be the case? In this session, we critically explore various answers to this question, and place a particular focus on a tension between two claims. On the one hand, there are the grand claims by the likes of Richard Florida and Charles Landry, that particular cities embody special characteristics that make them attractive to creative workers and seedbeds for creativity and collaboration. On the other hand, there are analyses that explore the interactive and generative powers of spatial agglomeration, such as trust, reciprocity and innovation between firms, as well as the 'cool factor', in which the creative industries are seen to thrive in settings where practitioners can fluidly interweave their work and social lives.

Required reading:

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- Scott, A. (2000) *The cultural economy of cities: essays on the geography of image-producing industries*, London: Sage

GENERAL READING

Below are some general sources of reading on media, cities and space (some of these are already cited in the above session readings):

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- Adams, P. C. (2011) 'A taxonomy for communication geography' *Progress in Human Geography*, Vol. 35, No. 1, pp. 37-57
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