

NCA PC08: Media and Class in the 21st Century

9:00a.m. – 5:00p.m.

Wednesday, November 9, 2016

Marriott Downtown / Room 306 (Level 3)

Philadelphia, PA

In media accounts of contemporary life, ‘class’ is all around us, never more than in a U.S. election year. The ‘shrinking’ middle class, the ‘angry’ working class, the ‘greedy 1%’ –class-based caricatures loom large in media representations, working on behalf of one agenda or another. Yet although class is ever present in public discourse, its use as a scholarly construct for communication and media studies has been rather fragmented.

Mutually constituting intersections of class and media have been explored through traditions ranging from broader cultural studies to research of media industries, texts, and audience practices in cultural production and reproduction. As class came to be understood in relation to intersectionalities of various systems of oppression and privilege, this influenced the growth of research, textbooks, and courses devoted to topics such as race, gender, and class in media, largely limiting concepts of class to explorations of social identity. In recent years, rising levels of economic disparity around the world have led scholars across a range of research paradigms to return to questions of class, albeit in ways that encompass broader themes of economic inequality, workplace stratification, globalization, and migration.

Through a seminar combining two plenary sessions, brief presentations of position papers by participants, small group interactions and a participatory lunch, this preconference will produce a collaborative gathering of scholars working with media and class in innovative new ways.

DRAFT SCHEDULE

9 - 9:15 Welcome from organizers Lynn Schofield Clark and Erika Polson (University of Denver)

9:15 - 10:15 Plenary I: Bringing ‘class’ back: panelists present key questions and issues as we re-think class and media for contemporary times. Moderator: Erika Polson

- Radhika Gajjala, Bowling Green State University
- Matt McAllister, Penn State University
- Kishonna Gray, Eastern Kentucky University
- Meryl Alper, Northeastern University

10:15 - 10:30 BREAK

- 10:30 - 11:45 Breakout Session I (Participants put into three working groups and will briefly present and then workshop each other's position papers, 2 to 5 pages --sent to each other in advance).
- 11:45 - 11:50 Choose lunch groups using Keywords
- 11:50 - 1 LUNCH at Redding Terminal Market (Attendees pay own lunch)
- 1 - 1:15 BREAK
- 1:20 - 2:20 Breakout Session II - Participants continue work-shopping their papers together
- 2:20 - 2:30 BREAK
- 2:30 - 3:30 Plenary II: Methodologies for class research. Moderator: Lynn Schofield Clark
- Jenny Korn, University of Illinois Chicago
 - Matthew Jordan, Penn State University
 - Jaelyn deMaría, University of New Mexico
 - Vikki Katz, Rutgers University
- 3:30 - 4:30 Interactive presentation from members of the [Media Mobilizing Project](#) (MMP) facilitated by Todd Wolfson, Rutgers University, and Bryan Mercer of MMP.
- 4:30 - 5 Closing remarks: Group discussion gauging interest in contributing to a 'tome for the century' on class, and what such a project would entail: topics, people, structure, how to make it global and inclusive and USEFUL to students, to scholars, etc.

CONTACT

For more information, contact Lynn Schofield Clark and Erika Polson at:
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