The purpose of this class is to develop critical tools for the analysis of mass media and popular culture from a sociological perspective. Mass media and popular culture are often treated as a given, a backdrop for everyday life. The intention of this class is to look at the media in a holistic fashion. This means we must move beyond simply the idea that the media is a form of mind control or has a conspiratorial agenda, but rather to examine the structure of the mass media industry as well as the consequences or effects the media has on society. This class will enable you to analytically read popular culture and mass media for what it may tell us about the sociology of everyday life. Because we live in a diverse society, this class will also incorporate the examination of class, race, gender and sexuality in the media (its representation and lack of representation) and its consequences.