



University of Nicosia – ECTS Course Syllabus

Course Code COMM 420	Course Title Communication, Culture & Popular Music	ECTS Credits 6
Department Communications	Semester Fall/Spring	Prerequisites COMM 116, ENG 100
Type of Course Elective	Field Communications	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3 rd	Lecturer Dr Mike Hajimichael
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

- Enhance and develop an analytical and theoretical understanding of popular music.
- Explore the triangulated relationship of production and exchange between artists, music companies and audiences.
- Consider how popular music and the industry have been affected by digitization and the internet.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Have an in-depth background on popular music theories.
2. Acquire an in-depth knowledge of how The Music Industry functions with regard to the processes of production and performance.
3. Develop a grounded understanding of how to conduct ethnographic research in the local context on a specific music scene.
4. Be able to conduct a spherical contextual analysis of how songs work and are interpreted by different audiences.

Course Content:

1. Outline of the development of theories on popular music – from 1930's to present.
2. Analysis of key theoretical arguments – from Adorno to Straw.
3. Explanation of the production process and the music industry.
4. Communication as a process in the recording studio context.
5. Aesthetics, logic and different music scenes.
6. The problem with audiences and diverse interpretations.

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| <ul style="list-style-type: none"> 7. How to conduct ethnographic research on a local music scene. 8. Writing an effective response paper and research project. 9. Analysis of 5 different music scenes. 10. Presentation and completion of ethnographic scene analysis. |
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Teaching Methods:

Interactive lectures, DVD's/film clips on music scenes, song analysis, research development discussions/tutorials.

Assessment Methods:

Homework, Ethnographic Research, Final Project, and Mid-Terms.

Required Textbooks:

Authors	Title	Publisher	Year
Longhurst, B	<i>Popular Music & Society</i>	Polity	1995
Negus, K	<i>Popular Music in Theory</i>	Polity	1996
Bennet, A & Patterson, R.A	<i>Music scenes: local, translocal and virtual</i>	Vanderbilt University Press	2004

Recommended web sites:

Authors	Title	Publisher	Year
Hebdidge, D	Subculture: The Meaning of Style	Routledge	2002
Androutsopoulos, J & Scholz, A	Spaghetti Funk: Appropriations of Hip-Hop Culture and Rap Music in Europe	Routledge	2002
Peel, J & Ravenscroft, S	Margrave Of The Marshes	Chicago Review Press	2007