



Course Syllabus

Course Code	Course Title	ECTS Credits
COMM-441	Media and Cultural Theory	6
Prerequisites	Department	Semester
COMM-135	Communications	Spring
Type of Course	Field	Language of Instruction
Required	Digital Communication	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr. Nicholas Nicoli	3 rd or 4 th
Mode of Delivery	Work Placement	Corequisites
Conventional (Face-to-Face)	No	None

Course Objectives:

The main objectives of the course are to:

- To consolidate and develop major theoretical traditions and analytical paradigms in communications, culture and media
- To trace the development of theories and concepts in the field historically, including those of ideology and hegemony, critical theory, cultural materialism, structuralism and post-structuralism, psychoanalysis, modernity and postmodernity
- To examine how different theories may be used in the analysis of media and cultural phenomena
- Particular attention is played to theoretical and substantive questions of class, gender, sexuality, ethnicity, 'race', and nation
- To facilitate a theoretically sophisticated approach on the part of students to the practical criticism of media and culture.

Learning Outcomes:

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

1. Be able to critically analyse media and cultural products
2. Acquire a broad sociological imagination particularly in regards the field of communication

3. Identify the major theoretical and ideological elements associated with the media and communication
4. Be able to create content of their own that is of a high standard

Course Content:

- Understanding theory and media theory
- Identify the various schools of thought within the field of communication
- Consumer culture
- Postmodernism and hypermodernism
- Political economy of communications
- The public sphere and journalism
- Media effects
- Theories of consumption and advertising

Learning Activities and Teaching Methods:

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments.

Assessment Methods:

Midterm

Final (paper)

Participation

Presentations and discussions

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Media and Society: A Critical Perspective (Third Edition)	Arthur Asa Berger	Rowman & Littlefield Publishers, INC. (EBSCO)	2012	978-1-4422-1779-9
Critical Theories of mass media: Then and Now	Taylor and Harris	Open University Press (EBSCO)	2008	03335 218113
Key Themes in Media Theory	Laughey, Dan	Open University Press (EBSCO)	2007	0335 21813X

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Media Technology	<i>Joost van Loon</i>	Open University Press (EBSCO)	2008	0335 21446 0