



University of Nicosia, Cyprus

Course Code COMM 503	Course Title Media Effects	Credits (ECTS) 10
Department Communications	Semester Spring	Prerequisites None
Type of Course Elective	Field Communications	Language of Instruction English
Level of Course 2 nd Cycle	Year of Study Masters	Lecturer(s) Dr Mike Hajimichael
Mode of delivery Face-to-face	Work Placement N/A	Co-requisites N/A

Objectives of the Course:

To analyze and explore different theories and approaches to media effects issues. By considering various theoretical approaches, which range from viewing the media as having the effect of a 'hypodermic needle' to no effect whatsoever, students will be better equipped to conduct research and explore the theoretical dimensions of different approaches.

Learning Outcomes:

1. Illustrate an in-depth understanding of the history and theories of media effects
2. Discuss on different research methods and methodologies deployed in media effects research
3. Conduct a detailed discussion of focus groups as a research method
4. Handle practical application and analysis of focus group research
5. Analyze the diversity and effects of the media
6. To conduct class presentations and write detailed research papers

Course Contents:

Introduction to Course, objectives, outline, discussion
Theoretical approaches overview
From Agenda Setting to Chomsky
The Nationwide Study
Presentation of theoretical approaches (by students)

Research & Methodological strategies for analyzing media effects
 Focus Group planning & organization, ,
 Focus Group implementation
 Focus Group data analysis
 Presentation of research findings from Focus Groups

Learning Activities and Teaching Methods:

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

Assessment Methods:

Lectures, presentations by students, Focus Groups, Final Reflexive Paper

Required Textbooks/Reading:

Authors	Title	Publisher	Year
Bryant, J and Zillman, D	<i>Media Effects: Advances in Theory and Research</i>	Hillsdale, New Jersey	1994
Gauntlett, D	<i>Moving Experiences: Understanding Television's Influences and Effects</i>	John Libbey Media	1995
Morley, D & Brunson, C	<i>The Nationwide television studies</i>	Routledge	1999

Recommended viewing

Authors	Title	Publisher	Year
Moore, M	<i>Bowling for Columbine</i>	Moore, M	2002
Droushiotis, M	<i>The Ambience That Surrounds</i>	Droushiotis, M	2005