



# UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

<b>Course Code</b> COMM-135A	<b>Course Title</b> Introduction to Communication Studies	<b>ECTS Credits</b> 6
<b>Department</b> Communications	<b>Semester</b> Fall	<b>Prerequisites</b> None
<b>Type of Course</b> Major Requirement	<b>Field</b> Communications	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 1 <sup>st</sup>	<b>Lecturer(s)</b> Dr Marios Sarris
<b>Mode of Delivery</b> Face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None
<b>Recommended Optional Programme Components:</b> N/A		

## Objectives of the Course:

The main objectives of the course are to:

- Analyze the processes of communication and mass communication.
- Introduce communication theory.
- Study the different frameworks (economic, political and regulatory) in which the mass media function.
- Explore the influence of mass media on society and culture.

## Learning Outcomes:

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

- Understand the workings of the communication process and identify the nature of different types of communication.
- Comprehend the main theories of society and how these are applied to the mass media.
- Distinguish the different models for organizing media systems along the lines of ownership and control.
- Trace the development of several theories regarding the relationship between the media and the government.
- Understand how media systems can be regulated through formal and informal controls.
- Recognize the multiple effects of the mass media on society and culture.

**Course Contents:**

- Introduction to communication and mass communication.
- Perspectives on mass communication: Theories of society and the mass media.
- Models for organizing the media market: Control and ownership of the media.
- Comparative media systems.
- Propaganda and persuasion.
- Media control: The spectacular achievements of propaganda.
- The print media.
- Regulation and the mass media: Formal controls: Laws, rules and regulations.
- Regulation and the mass media: Ethics and other informal controls.
- Social effects of mass communication.

**Teaching Methods:**

Lectures and class discussions.

**Assessment Methods:**

Mid-term Exam, Final Exam.

**Required Textbooks:**

Authors	Title	Publisher	Year	ISBN
Joseph R. Dominick	The Dynamics of Mass Communications	McGraw Hill	2007	978-0-07-110318-3

**Recommended Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Neil Postman	Amusing Ourselves to Death	William Heinemann Ltd	1987	13:9780413404404 10:0413404404
J. Corner, J. Hawthorn	Communication Studies: An Introductory Reader	Hodder Arnold	1993	13:9780340565001 10:0340565004