



University of Nicosia, Cyprus

Course Code COMM 270	Course Title Media Technology	ECTS Credits 6
Department Communications	Semester Fall/Spring	Prerequisites COMM 115
Type of Course Elective	Field Communications	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 1 st /2 nd	Lecturer Dr. Nicholas Nicoli
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

<p>The main objectives of the course are to:</p> <ul style="list-style-type: none">• Provide students with valuable knowledge on how the world of media technology works.• Explore how the main media technologies function and how digitalisation is changing conventional media technologies.• Consider different media separately and with the use of reading material (academic journals and examples of print media) and audio-visual material (TV and radio programmes, documentaries motion picture etc.) examples will be used to enhance the student’s understanding of each medium.

Learning Outcomes:

<p>After completion of the course students are expected to be able to:</p> <ol style="list-style-type: none">1. To understand the changes occurring in the media today.2. To understand the media technologies used in the industrial age.3. To understand the media technologies used in the information age.4. To become familiar with analogue switch off and digital switchover.5. To compare and contrast the differences of traditional media technologies with information society technologies.6. To understand how digital technologies lead to more participant citizens.7. To become acquainted with online technologies.8. To identify the difference between being a consumer and a producer of online technologies.9. Be in a position to work with online technologies.

Course Contents:

1. What is media technology?
2. How do print media, radio, television and the Internet work?
3. Analogue switch off and digital switchover
4. Convergence and Digital Television
5. The digital divide and digital inequality
6. Young People and the Media
7. Technoculture / Information Society
8. Media technology and media literacy

Teaching Methods:

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

Assessment Methods:

Homework, Project, Mid-Term, Final Exam.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Nicholas Nicoli	Course Notes	Student Intranet	2009	

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Joost van Loon	<i>Media Technology (critical perspectives)</i>	Open University Press	2007	0335214460