



# UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

## University of Nicosia, Cyprus

<b>Course Code</b> COMM. 345G	<b>Course Title</b> Television and Cultural Identity	<b><u>Credits (ECTS)</u></b> 6
<b>Department</b> Communications	<b>Semester</b> Fall and Spring	<b>Prerequisites</b> COMM.115 Intro to Electronic Media COMM.135A Introduction to Mass Communication
<b>Type of Course</b> Major Requirement	<b>Field</b> Communications – Major Requirement	<b>Language of Instruction</b> Greek
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 3 <sup>rd</sup> or 4 <sup>th</sup>	<b>Lecturer</b> Nayia Roussou

### Objectives of the Course:

- To examine the relationship between television programmes on Cypriot channels and aspects of the cultural identity of the Greek-Cypriot viewers.
- To identify the values in some of the programmes and trace their dialectic connection to the television viewers, of different age groups.
- To educate students in the art of television readings of different dimensions of cultural areas, like:
  - Ethnic issues
  - Gender Issues
  - News Reporting
  - Lifestyles

### Learning Outcomes:

By the time a student finishes the course s/he should be in a position to:

- Have a general knowledge of the Theories about the relationship/s between Television and the Public
- Have a good basis for understanding the connection between Culture and Identity
- Know the different genres of television programmes
- Understand the function of Discourse Analysis
- Analyse the use of Language in Cyprus Television channels – Greek, Cypriot and imported (non-Greek) productions

- Interpret and discuss fictional and factual programmes in different languages on Cyprus television
- Discuss critically the way genders are represented on television
- Identify and discuss critically issues of ethnicity and nationalism as depicted on television.
- Distinguish between Tradition, Modernity and Postmodernity and how these are depicted on television
- Understand the relationships and discourses between television and cultural identities.

### Course Contents:

1. Theories about the relationship between television and the public
2. Culture and Identity
3. Tradition, Modernity and post-modernity
4. TV genres and characteristics. Discourse analysis
5. The use of language in Greek, Cypriot and other foreign-language programmes
6. Analysis of TV news
7. Analysis of fictional and factual programmes
8. Gender issues on television
9. Ethnicity and Nationalism on television

### Teaching Methods:

Lectures, writing of individual TV programme assessments as well as group assessments in class. Viewing and discussion of programmes. Project assignments of programme analyses at home.

### Assessment Methods:

Mid-term, 35%  
 Group work in class -5%  
 Project on discourse analysis – 20%  
 Final Exam – 40%

### Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Nayia Roussou	Tileorasi ke Politistiki Taftotita tis Kipriakis Neoleas	Intercollege	2002	9963-7693-4-9

### Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Stelios Papathanassopoulos	Apeleftheronontas tin TV			